...23, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmaga... ...dio

Broadcast Advertising

5-3240
Mr. Paul M. Segal
1026 Woodward Bldg.
Washington, D.C. 5

RECEIVED
SEGAL SMITH & HENNESSEY

Mail Clerk—
Circle action
addressee
Date
7/23
X
7-25

WOR

WOR

why is this one of the strangest words in the world?

WOR is not a complicated word. It is one of the simplest arrangements of letters in the English alphabet. And yet, WOR is one of the strangest words in the world.

The reason for this is, that though WOR is a simple thing to write and say, its meanings are as numerous as the desires and hopes and thoughts of the millions of listeners who hear it and the hundreds of advertisers who use it from day to day.

WOR is the intimate, informative voice that strips the edge off the night's loneliness for a wondering Navy wife in Camden.

WOR is the power-full station that will prompt thousands of people to buy, and keep on buying, the postwar product of two brighteyed young Marine veterans who have built a small plant out in Lancaster.

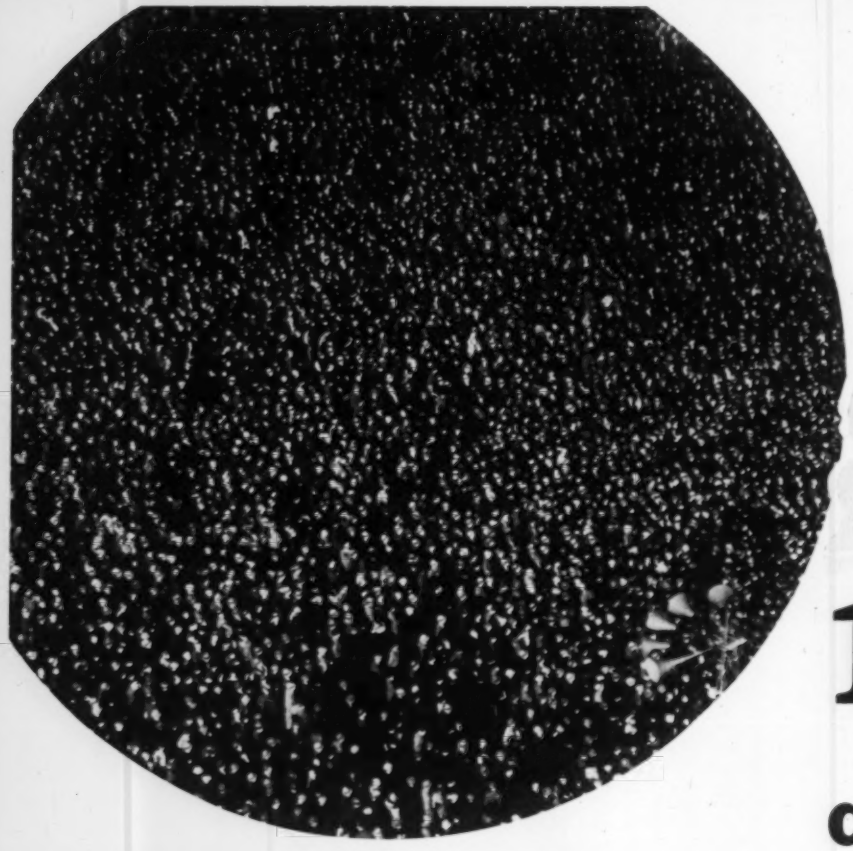
WOR is the great reminder to hundreds of thousands of listeners on the Eastern Seaboard that some of America's greatest corporations are coming back with products better than any they have ever owned, at prices as low as any they have ever paid.

WOR is the comforting plea for a little dog lost; the flash bulletin of a hurricane rolling north, the loved voices of such loyally-listened-to personalities as John Gambling, Bessie Beatty, Martha Deane, Alfred McCann, Uncle Don and many, many others.

WOR is these and thousands of other things to millions of people in seven great states.

Small wonder then that WOR need only ask to have its listeners perform near-miracles for WOR sponsors day in and day out, year after year.

mutual



These 16,053 CUSTOMERS Can Be Yours*

PROVED ADVERTISING MEDIUM DRAWS QUICK RESPONSE FROM FOUR-STATE MARKET

Your selling story can be told to responsive Midwest American families just as WLS told them (and sold them) 16,053 Ration Book Holders in one week. (We offered this service once a day at 7:45 a.m. Listener-confidence brought these replies, each with a three-cent stamp.)

This same quick acceptance is related in **237** factual reports of **proved advertising results** for users of WLS. Year after year, for two decades, similar reports prove continued confidence. A cereal company drew 16,256 box-tops and dimes back in **1939.** In **1931** a candy advertiser received 53,355 proof-of-purchase entries in 13 weeks.

These consistent advertising results (237 reports on file) occur because WLS uses its 50,000 watts of power to **SERVE** Midwest America; because many of our people have been with this station and its listeners from 10 to 21 years. WLS voices are Old Friends, accepted with **confidence** in city, town and farm homes.

If **you** have a selling problem among the 14,406,550 people in easy listening distance of WLS, call the nearest John Blair office. Ask to see some of the 237 proved advertising result stories covering all times of day and most types of advertiser. Ask how WLS will sell **your** product just as 16,053 Ration Book Holders were sold in one week.

*(This photograph was taken at a WLS event and is one of many crowds drawn by WLS promotion.)

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

WPEN in Philadelphia

is now owned and operated by The EVENING BULLETIN, which has the greatest circulation of any evening newspaper in the United States.

In a $2,149,036,000* annual market, The EVENING BULLETIN has won the loyalty of nearly four out of every five Philadelphia families.

WPEN intends to serve the interests of its listeners in the Philadelphia area as faithfully as The EVENING BULLETIN has served its readers.

*U. S. Census of Distribution.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

NBC now working on plan to provide Washington news service for affiliates, with big-shot interviews and special assignments handled by Capital news staff. Idea would amount to radio news feature service available to all affiliates along with local and regional material and special programs desired by individual stations. Would enlarge on idea used by WLW, West Virginia Network, WOV and others. Cost, formula and operating details loom serious now but will be ironed out. Affiliates deeply interested.

EXPECT presentation of salary increase demands early this week by CBS-CIO white collar salary committee in New York. On the probable side in list of labor happenings due this week is announcement of formation of Radio Publicists Guild, organization along lines of Screen Publicists Guild (CIO).

DISCUSSIONS underway by Army to make some of its top network sustainers available for sponsorship. Navy has announced availability of its net series. AAF's *America in the Air* and ASF's *Service to the Front* are both sponsored by Wrigley, with material and talent supplied by the services. Shows are written and produced by sponsor.

WHEN CONGRESS reconvenes following its summer recess next October, there's likely to be activity in radio legislative line on House side. Chairman Clarence F. Lea of Interstate & Foreign Commerce Committee, is close friend and admirer of NAB's new president, Judge Justin Miller. Both are native Californians who have worked together closely on Washington's California State Society, of which Judge Miller was prime mover.

ALTHOUGH FCC is voting unanimously on almost everything these days, things aren't as rosy as they seem. Chairman Paul A. Porter, who likes peace and harmony but doesn't back away from a fight, is finding it increasingly difficult to get his colleagues to vote together. So far, Commissioner E. K. Jett, ex-chief engineer who has carried brunt of heavy television and FM allocation load, is finding going roughest, being overridden regularly on his right-of-center views.

THERE'S some unrest, too, at FCC over hush-hush incursion of efficiency experts ostensibly to survey personnel reorganization. But there's feeling that two high-salaried outsiders and two assistants are on FCC inside to see what can be done to tighten up FCC license renewal procedure on commercials versus sustainings. That's pet project of Commissioner C. J. Durr, and efficiency survey is understood to be his idea.

THOUGH IT isn't official yet, trip of broadcast executives to ETO being evolved under aegis of NAB with Army PRO may work out within month or so. Unofficially, trip has been cleared by Eisenhower Headquarters and it's

(*Continued on page 82*)

Upcoming

July 24: FMBI Board meeting, 10 a.m., Mayflower Hotel, Washington, on proposed FM Rules & Regulations.

July 25: Oral argument before FCC, proposed denial transfer of control of WOV New York by Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester.

July 26: Deadline for filing with FCC briefs and appearances, proposed FM Rules & Regulations. Hearing 10:30 a.m., July 30. Conference Room B, Interdepartmental Auditorium, Washington.

July 31: NAB Code Committee, Washington.

Bulletins

WOL Washington will begin Sept. 3 two daily 15-minute newscasts, presented by an anonymous personality to be known only as "the Voice of Washington", under sponsorship of General Electric Co. Broadcasts will be at 8:15 a.m. and 11 p.m. daily, Monday through Saturdays. Merle Jones, general manager of the Washington outlet, has announced a large staff of writers and reporters will be assembled to prepare newscasts. Individual to broadcast them, as yet unselected, will be chosen for his ability to read news without "coloring, inflections or dramatic effects." News will be devoid of opinion. Contract 52 weeks. Agency: BBDO.

RADIO carried to Japan Saturday night an ultimatum from the U. S. to surrender unconditionally and receive "attendant benefits as laid down by the Atlantic Charter" or face virtual destruction followed by a dictated peace. The ultimatum was delivered by Capt. E. M. Zacharias, USN, official government spokesman, over powerful OWI shortwave transmitters in California and Hawaii and relayed over a medium wave transmitter on Saipan. Capt. Zacharias has delivered 12 talks to the Japanese in their native language.

MACKAY Radio & Telegraph Co. has opened new direct circuit between New York and Berlin. Formerly assigned to 9th Air Force, furnishing shortwave programs and press messages to U. S., circuit was staffed by Mackay.

CBS Television and Encyclopaedia Britannica Films plan series of four experimental telecasts to show educational possibilities of the combined media. First program Aug. 7, 8:15-8:45 p.m. EWT on WCBW, New York CBS station, will present leading figures from Government, agriculture and science.

RCA APPOINTS JWT

RADIO CORP. of America, Camden, (tube division, engineering products division and educational and sound departments) has appointed J. Walter Thompson Co., New York, to handle its advertising effective Jan. 1. Kenyon & Eckhardt, N. Y., has resigned account.

Business Briefly

KORAL SPOTS ● Koral Labs., Mt. Vernon, N. Y. (toothpowder) planning big spot series. Already has bought six-weekly spots on *Fitz-Geralds* on WJZ New York and three-weekly on Arthur Godfrey on WABC New York. Agency, Raymond Spector Co., N. Y.

BILL DOWNS of CBS and Guthrie Janssen, NBC, due to leave in few days on flying trip across Europe and Asia to the Pacific Theater. The two took AAF instruction course in Orlando, Fla., will go from New York to London, Berlin, Moscow and thence to Pacific.

CAMCO CAMPAIGN ● Camco Products Inc., New York, is scheduled to start an extensive advertising campaign which will include radio for firm's portable Cloverleaf table range (hot plate) as soon as distribution is complete. Agency is Hill Adv., New York.

ABSORBINE EXPANDS ● W. F. Young Inc., Springfield, Mass (Absorbine Jr. liniment) is expanding spot announcement campaign. Agency, J. Walter Thompson, New York.

STERLING RENEWALS ● Sterling Drug renews CBS *Amanda* Mon.-Fri. 11-11:15 a.m. 52 weeks for Philips Dentifrices and CBS *Second Husband* Mon.-Fri. 11:15-30 a.m. for Dr. Lyon's toothpowder and Bayer aspirin. Agency, Dancer-Fitzgerald-Sample.

AUTRY FOR WRIGLEY ● P. K. Wrigley Co., Chicago, in early fall replaces *America in the Air* on CBS with Gene Autry, recently discharged from Army and now on hospital tour overseas. Agency, Ruthrauff & Ryan.

TEEN MISS ON AIR ● Kuttner & Kuttner, Chicago, who moved to larger quarters at 540 N. Michigan Ave., soon starts national campaign for Teen Miss cosmetics, made by Mer Carole, Chicago. Plans include radio.

VOGT NAMES WARD ● Vogt Wines has appointed Jim Ward & Co., Chicago, to handle advertising. Media includes radio.

KC TIME CUT ● Jaques Mfg. Co., Chicago (KC Baking Powder) on Aug. 4 reduces *KC Jamboree*, NBC, from 10-10:30 a.m. to quarter hour, 10:15-10:30. Agency, Leo Burnett Co.

RADIO CREDITED WITH MET EXPANSION

METROPOLITAN Opera Assn. has acquired national stature and support through radio, said Edward Johnson, general manager, in his annual report. Advent of the broadcasts showed that opera cannot only exist but also can flourish within a democratic framework, he added.

Mr. Johnson estimated that up to 13,000,000 listen to the Saturday broadcasts from the Met and added that voluntary contributions were received from over 150,000 radio listeners. Met broadcasts were sponsored last season by the Texas Co., New York.

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the second of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers — the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game, and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

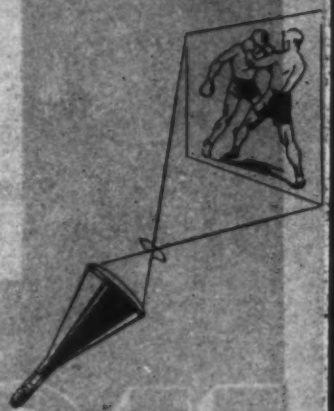
BUY WAR BONDS

2. THE KINESCOPE

THE Iconoscope gave electronic television its primary essential—an electron tube that produces electrical impulses corresponding, with high fidelity, to the light energy in the various areas of the scene being scanned.

To reproduce the scene in a truly electronic receiver, it was necessary to create an electron tube in which the energies of an electron beam directed against a luminous screen would be modified by the incoming carrier wave with such fidelity as to reproduce an accurate image of the scene telecast. An image built up dot for dot, line for line, by electronic scanning exactly synchronized with the television camera.

This is the Kinescope, developed by Dr. V. K. Zworykin, Associate Director of RCA Laboratories.



The Fountainhead of Modern Tube Development is RCA

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

"by the company he keeps"

STANDARD OIL CO.

Six 15-minute News periods per week . . . 52 weeks a year.

McCann-Erickson, Chicago

HERZBERGS DEPT. STORE

Six 15-minute News periods per week . . . Now in THIRD year . . .

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS 1240 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey, Adele Porter.

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION
BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Williams, Dorothy Macarow.
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CEN*tral 4115
Frank A. Browne, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

LONGINES-WITTNAUER PROVES IT!

Longines-Wittnauer Watch Co., makers of the world's most honored watch, must have *complete* coverage in America's fourth largest market. So in May, 1943, the sponsors of Longines, winner of 38 highest awards at World's Fairs, bought five half-hours on WAAT. After two years, Longines-Wittnauer Watch Co. has moved its program into Class "A" time to increase its already great audience, *because they know:*

WAAT delivers more listeners per dollar in America's 4TH Largest Market* than any other station– including all 50,000 watters!

** Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

WAAT

970 KC
NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

The case of the u

unhappy transcription . . .

and how WTOP put him back in the groove

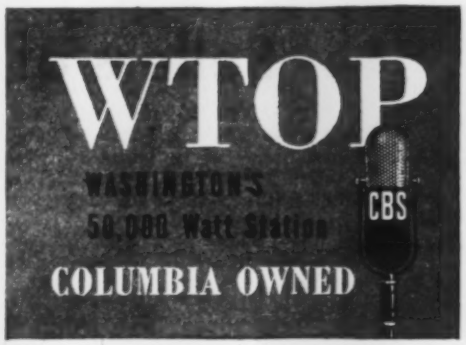
TERENCE TRANSCRIPTION found it very depressing to sit on the third shelf of the record library, thinking of the great future all those people had predicted for him. Everyone from the agency office boy to the sponsor's mother-in-law knew that Terence was a *good* ET, that he packed more appeal than a matinee idol.

But Terence, alas, was a victim of circumstances. Just because he was able to do his own talking, most stations gave him a whirl and let it go at that. Sometimes he managed to get a word in between programs; sometimes he appeared without much enthusiasm as a participating announcement. The only people who *ever* listened to Terence *before* he went on the air were the studio engineers, and all they were interested in were his cues.

It was an awful state of affairs and it made Terence most dejected. Then along came WTOP with *Stump Us*, a sparkling half-hour of musical quiz (5:00-5:30 P.M., Monday-thru-Friday). A top listening spot in Washington, it shows off the talents of elephant-memoried Johnny Salb and six unstarved musicians known as the "*Stump Us* Symphony." Glibly paced by Lee Vickers (who, in his more serious moments, is CBS Presidential announcer), this musical spree gives cash awards to listeners who ask for tunes the "experts" aren't able to play extemporaneously and lickety-split.

What makes Terence and other transcriptions so happy is that on *Stump Us* they actually become *part of the show*. They're woven solidly and convincingly into the script—a twist that keeps WTOP's writing staff working far into the night, thinking up clever entrances and ways that will make participating ET's as listenable and welcome as *Stump Us* itself.

If you know a struggling transcription with a personality, we could make room for him to bloom to his fullest on *Stump Us*. For an audition, you just come see us or the nearest office of Radio Sales.



REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

3,000 Pepsi-Cola Jingles on WWDC

Three years ago the local Pepsi-Cola distributor added a complete schedule of Pepsi-Cola jingles over D. C. radio to his already large radio budget.

Sugar and bottle shortages have caused occasional curtailments of the total budget, but the Pepsi-WWDC jingles have gone on and on and Pepsi sales have increased consistently.

Have you something to sell to the Washington market?

WWDC is your sales-producing buy.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

Feature of the Week

THIS is probably the only story of its kind in broadcasting.

A control operator at WSYR Syracuse flipped the switch which brought in the *C. M. H.* program from NBC at 8 o'clock on Monday night, July 9. For nearly half an hour he sat in the control room, listening to the dramatic story of his own heroism in the skies over Europe, that won him the Congressional Medal of Honor. Then, near the end of the program, Control Operator Forrest B. Vosler left his board, went into the studio and became, over a nation-wide network, Hero Forrest B. Vosler.

It's an unusual story, but Forrest Vosler is an unusual operator. He is twenty-one, wears the Purple Heart for wounds in his legs, his chest and shoulders and face. He has lost one eye and has about ten per cent vision in the other. He received his Congressional Medal from the hands of President Roosevelt and was discharged from the Army Air Forces. Now he is a student at Syracuse U. and an operator at WSYR.

Vosler was a sergeant gunner and radio operator in the Eighth Air Force in England, when his Fortress was shot up in a raid on Bremen. He was hit in the legs and was virtually paralyzed from the waist down. At the same time, his radio was shot out. The tail gunner was hit, so Vosler crawled back to the tail turret and fired that gun until he was hit again. This time he got it in the shoulders and face and was blinded. He crawled back to the radio compartment and began trying to repair the radio. The pilot needed an SOS because the ship was losing altitude rapidly. By the sense of touch alone, Vosler repaired the radio and began sending the SOS.

FORREST VOSLER, C. M. H., at his control board in the studios of WSYR, Syracuse.

The pilot ordered everything pitched overboard to lighten the sluggish ship as he tried to reach the English channel. When everything had been thrown out and it looked as though the plane still couldn't make it, Vosler made the appeal—now famous in the Air Corps— that his comrades throw him out. They refused. When the ship fell into the Channel, the blinded Vosler, hearing a crewmate floundering in the water, slipped off the wing, felt around for him, pulled him back to the wing and held him there until they were picked up.

When NBC was hunting for Vosler, to make him the second hero in the *C. M. H.* series, they found him in the control room of WSYR, an NBC station. He was on duty on the night his story was dramatized.

Sellers of Sales

NINETTE JOSEPH, timebuyer of J. D. Tarcher & Co., New York, takes an active interest in the Radio Executives Club—and with good reason. She really hit the jackpot through her membership in the club.

First time she attended a meeting, Ninette won the drawing which used to be a regular feature of Club luncheons and collected the money.

She also collected an admirer, Al Taranto, who later became her husband. Al, formerly timebuyer at William Esty and Ted Bates agencies, is now an orientation officer in the Army.

NINETTE

A native New Yorker, Ninette was educated in England at Harbourne College, Birmingham. She began work in New York first as a model, then salesgirl, finally clerical worker in Wall Street.

In her first agency job, she was secretary to Ned Midgeley, then radio department business manager at BBDO, New York. She later became a BBDO timebuyer.

In August, 1943, Ninette joined the Tarcher agency. She now buys time for three accounts active in spot radio advertising: McKesson & Robbins for Calox, Bexel and Bax vitamin capsules and Yodora; Smith Bros. for cough drops, and Seeman Bros. for White Rose products.

A resident of Parkchester, the Bronx, Ninette has two hobbies, her 2½-year-old daughter and her daily letter to Al.

Sell with WDEL

Wilmington Delaware

NBC Basic Station

5000 WATTS DAY and NIGHT

Represented by RAYMER

(No. 7 of a Series)

LET US *Consider* TOGETHER

Since time began men of purpose have set themselves a goal. *Selfish goals* have perished with the men who achieved them. *Humanitarian goals* have been the lasting stepping stones of progress.

Does the American broadcaster have a goal and, if so, *what is it?*

Our National tradition commits us to unselfish enlargement of our service opportunities. History teaches this is not only the moral thing to do but that it is also the profitable one.

A Good Providence could provide no greater gift to Broadcasters than the *present opportunity for increased service to the public* who make possible today's *sound radio structure.*

W. B. WAY, *General Manager*

This is the final advertisement in the series "Let Us Consider Together." We hope this series may have stimulated constructive thought about radio's present problems. Your comment is invited.

RADIO STATION KVOO Tulsa

A BROADCASTER COMMENTS O

AP NEWS

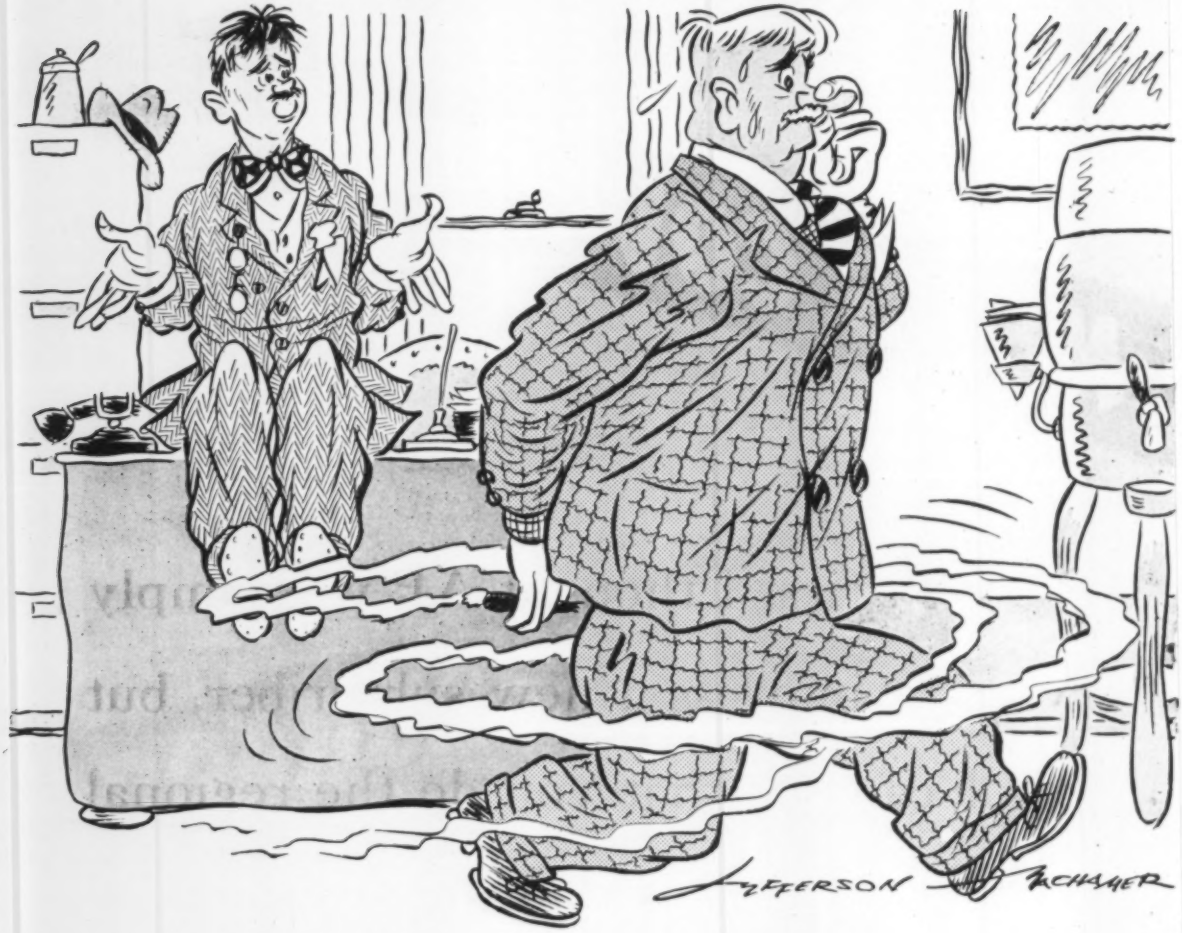
...ON NEWS COVERAGE...

"At first I thought AP was simply trying to impress a new subscriber, but now I can see that you do the regional news job that you claimed to be one of the advantages of AP. Its importance has already been evidenced by favorable listener comment!"

Arch Shawd

Vice President & General Manager
Radio Station WTOL, Toledo

...FOR RADIO



"F & P will do anything for you Mr. Blunk — even your pacing!"

● For once, Thistlewaite's right! When an agency man or advertiser comes to us for service, service is what he gets! It might take the form of a report on cereal sales in Seattle or source preferences in Buffalo; it might be an analysis of the 6 a.m. radio audience in Iowa; it might be a suggestion about a prejudice existing against some specific type of merchandise or program material in one particular section of the country. Such service requires *work*, and we've had a great deal of practice at it!

Through long experience and constant research, F&P representatives are qualified to help you get *maximum results* in spot advertising. They're not mere salesmen out for all the business they can reap. With them, the advertiser's interest always comes *first*. And that makes the interest *last!*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-4130 · SAN FRANCISCO: 111 Sutter Sutter 4353 · HOLLYWOOD: 6331 Hollywood Hollywood 2151 · ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 4 WASHINGTON, D. C., JULY 23, 1945 $5.00 A YEAR—15c A COPY

Green Light Given Conditional Licensees

Freeze Relaxation At Early Date Foreseen

EARLY RELAXATION of construction freezes was presaged last week when the FCC gave the green light to licensees holding outstanding conditional grants. By its action the Commission virtually assured the addition of several more 50 kw stations by authorizing the go-ahead for increased power.

Given 30 Days

In line with rapidly moving developments which may see the War Production Board lift construction bans in early fall, the Commission Tuesday issued a supplement to its Statement of Policy of Jan. 16, 1945, concerning applications to make changes in existing radio facilities.

Each licensee holding a conditional grant was given 30 days to file "appropriate application for the necessary improvements specified in the license". WPB has notified the Commission that "material and equipment are presently available or will shortly become available" for construction contemplated by the conditional grants. Only two exceptions were made: (1) where frequency monitor or modulation monitor is required, and (2) where two stations are operating with a common antenna or from a joint studio as a result of Sec. 3.35, banning multiple ownership.

FCC last week took another step forward to clear its decks in anticipation of construction freeze thaw at early date. All licensees holding conditional grants were given 30 days from July 17 to file "appropriate applications". Manufacturers with unfinished transmitters on hand will complete jobs. It means several more 50 kw outlets, power boosts for some, antennas others.

Several stations sold under the duopoly regulations still are operating jointly with stations of the original owners, inasmuch as the multiple ownership rule was adopted while construction freezes were in force, thereby precluding new construction.

Last week's order, which followed by a week announcement that Commission would on Oct. 1 restore all stations to full power, [BROADCASTING, July 16], was interpreted as giving the go-ahead to these projects, among others:

WINS New York, increase power from 10 kw to 50 kw.

WGAR Cleveland, increase power from 5 kw to probably 50 kw.

KTHS Hot Springs, Ark., increase power from 10 to 50 kw.

KSJB Jamestown, N. D., increase power from 250 w days, 100 w nights, to 5 kw.

WJLS Beckley, W. Va., increase power from 250 w days, 100 w nights, to 1,000 w days, 500 w nights.

KTBC Austin, Tex., increase power from 1,000 w days, 250 w nights, to 1,000 w day and night, install directional antenna.

WABI Bangor, Me., increase power from 1,000 w to 5 kw.

KEVR Seattle, increase power from 250 w to 5 kw.

Although no official word was forthcoming at either the FCC or WPB as to when construction freezes would be relaxed, it was evident that the Commission, following conferences with WPB officials, is determined to rush all pending business to completion at the earliest possible date. The Commission will not consider applications for new facilities until after conditions of all outstanding grants have been met and stations needing replacements to return to normal power Oct. 1 have obtained the necessary equipment.

Only One Pending

The WINS case is the only one pending in which a construction permit for 50 kw was granted, the transmitter completed and then not used by the station. WINS turned its transmitter over to the Office of War Information with the proviso that the first transmitter available would be provided the Hearst station.

Meantime, hearing on the proposed sale of WINS by Hearst Radio to the Crosley Corp. is now scheduled before the FCC on Aug. 20. That hearing is contingent upon the outcome of the application, scheduled to be heard July 23, on the proposed transfer of control of the Crosley Corp. (including WLW

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Radio Puts Luckies Ahead Despite Lower Budget

By JACK LEVY

IT ISN'T how much money that is spent for advertising but in what media it is spent that determines whether sales go up or down.

Lucky Strike cigarettes (American Tobacco Co.) spent considerably less money for advertising than either Camel (W. J. Reynolds Tobacco Co.) or Chesterfield (Liggett & Myers Tobacco Co.) in each of the 10 years from 1934 to 1944 but devoted a greater portion of its expenditures to radio. Lucky Strike sales now exceed its biggest competitors by substantial margins. They have doubled in the 10-year period!

Radio Big Factor

That radio has been a big factor in the rising trend of cigarette sales and of Luckies in particular is strikingly demonstrated in a most revealing promotion brochure distributed to advertising agencies last week by the Curtis Publishing Co. Based on a 10-year study of cigarette advertising and sales, made by Curtis last spring, the presentation shows:

1. Lucky Strike spends less with newspapers but concentrates more of its advertising dollar in radio than either of its competitors.

2. Luckies, Chesterfield and Camel have had their biggest gains in sales since they have been devoting more of their expenditures to radio although not increasing their total advertising.

3. Chesterfields reduced their total advertising from 1941 to 1942 by more than $2,200,000 but increased the proportion of its expenditures devoted to radio from 40% to 60%. Sales still gained approximately 8%.

4. Camels have made their biggest gains in sales since expenditures have been shifted from newspapers to radio.

5. All three brands have been generally increasing the percentage of their advertising dollar spent for radio, decreasing the percentage for newspapers. Luckies have been reducing the percentage devoted to magazines since 1940 while Camel and Chesterfield have been somewhat increasing the percentage given to this media.

DIVERTING much of its newspaper expenditures to radio and concentrating on fewer magazines, Lucky Strike cigarettes have pushed well out in front in sales although its total advertising outlay has been considerably reduced.

Perhaps the outstanding conclusion to be reached from the Curtis data is that dollar expenditures for cigarette advertising are not the determining factor in sales. Lucky Strike spent $8,120,000 in all three media in 1934. With some fluctuations, expenditures were gradually decreased until they reached only about half this figure in 1942 although sales gained almost steadily during this period. The same trends were true in the case of Camel and Chesterfield except that their expenditures were not re-

(*Continued on page 73*)

ADVERTISING EXPENDITURES IN RADIO TIME 1934 TO 1944 *
IN THOUSANDS OF DOLLARS

	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943
LUCKY STRIKE	317	534	1,508	2,214	2,224	1,837	2,068	2,755	2,802	2,966
CAMEL	687	772	954	790	1,000	1,695	1,982	2,110	2,487	2,999
CHESTERFIELD	1,140	729	1,095	1,322	947	1,265	3,265	3,335	3,699	4,021

* The year 1944 was not covered in the Curtis data because the cigarette shortage prevented purchasers from specifying preferred brands.

Associated Launches Major Network

Operations Will Begin Sept. 16 in Over 25 Markets

Fifth transcontinental network Associated Broadcasting Corp. will be launched Sept. 16. Expect affiliates in 25 basic major markets. Programming, 16 hours daily, will feature news and music, with affiliates originating.

A NEW major-market network, offering time at a base evening hour rate of $4200 and programmed for 16 hours a day, will be launched Sept. 16 by Associated Broadcasting Corp. [BROADCASTING, JUNE 4].

Mr. Versluis

Associated, with headquarters in Grand Rapids, Mich., will begin operations with affiliates in over 25 markets, it has been announced by Leonard A. Versluis, president, who also is owner of WLAV Grand Rapids.

Mr. Versluis said last week that standard network contracts will be signed in 22 metropolitan markets. In three major markets, basic stations of the network will be designated as "cooperating outlets" and in two of these areas, alternate stations will be named, providing two sources for program originations.

The cities comprising the basic pattern for the fifth network, it is expected, will include: Boston, New York, Brooklyn, Washington, Baltimore, Philadelphia, Pittsburgh, Buffalo, Cincinnati, Toledo, Chicago, Grand Rapids, Kansas City, Denver, Minneapolis, E. St. Louis, Salt Lake City, San Francisco, Oakland, Takoma, Portland and Los Angeles.

Mr. Versluis said that the network also would have affiliates in the following cities, where negotiations have not yet been completed: Philadelphia, Baltimore, Minneapolis, Kansas City, Denver, Los Angeles and Tacoma.

The network will not extend into the South or Southwest at this time due to lack of "leg" transmission facilities during the war, he said. Associated will be programmed predominantly with music and news, with programs originated by affiliates on an interexchange basis. One operations departure finds popular bands, picked up on remotes, being guaranteed full network coverage for each feed. Richard F. Connor, former West Coast radio figure, once chief of the Radio Bureau, OWI, and more recently station relations director of MBS, is vice president of Associated in charge of operations.

Service Emphasis

Affiliates are being signed by W. G. Henderson, Detroit advertising executive and vice president of Associated in charge of station relations.

Mr. Connor, acting as direct assistant to Mr. Versluis, will concentrate on programming the network. He will hold a program meeting with representatives from Chicago, Hollywood and New York in the later city this week.

Mr. Versluis, commenting on the network's program plans, said: "The program format of ABC will lay stress on public service features with programs definitely in the category of 'public interest, convenience and necessity', together with a tabloid of successful independent station operation, such as news on the hour, nationally known commentators, sectional and intersectional sports events, education, civic affairs, name bands and will, in addition, provide a new avenue of expression for undiscovered talent."

George Funke, for 11 years supervisor of engineering at CKLW Windsor, and more recently in charge of a contingent of 46 engineers building transmitters for the armed forces overseas has been named chief engineer and traffic supervisor."

The network has opened New York offices in Suite 1721, Chanin Bldg., with Eugene Kreamer, formerly of NBC, Adam Young and the Joseph Hershey McGillyra Co., in charge. Overall sales activities will be supervised by Roy C. Kelley, president of the Wolverine Network, who will be executive vice president of Associated. Clayton W. Kuning of Grand Rapids is vice president and general manager.

Other offices are located at 230 N. Michigan Ave., Chicago, and 3055 Wilshire Blvd., Los Angeles, with headquarters in the Keeler Bldg., Grand Rapids. Van Newkirk, vice president in charge of West Coast operations, formerly was program director of the Don

(*Continued on page 66*)

Crosley-Avco Transfer Hearing Begins

MOST significant transfer of control hearing to be conducted by FCC is scheduled to get under way July 23 before Commission en banc in proposed $22,000,000 sale of Crosley Corp., Cincinnati, (including WLW international shortwave stations and contract to buy WINS New York for $1,700,000 plus $400,000 in time commitments). Witnesses to include Victor Emanuel, Avco board chairman, and Powel Crosley Jr., Crosley president. Negotiators erased one issue by striking from contract clause precluding Crosley from entering broadcasting for 5 years.

A REVISED contract between Crosley Corp. and American Aviation Corp., whereby Powel Crosley Jr., president, would not be prevented from entering broadcasting for five years, was to be introduced today (July 23) at a hearing before the FCC en banc on the proposed transfer of control of the Crosley Corp., including WLW Cincinnati, to Avco for $22,000,000.

One of the issues set for hearing by the Commission was the effect of the contract provision restraining Mr. Crosley from engaging in broadcasting or television for five years [BROADCASTING, July 16]. The revised contract strikes out that portion of the contract but leaves a portion restraining him from entering for five years any of the manufacturing fields which he proposes to sell.

WINS Hearing Postponed

The Commission last week postponed hearing in the proposed voluntary assignment of license of WINS New York by Hearst Radio Inc. to Crosley for $1,700,000 plus $400,000 in time commitments, until Aug. 20. Should the Commission fail to reach a decision in the Crosley-Avco transfer by that date, the WINS hearings will be continued. The WINS sale also is one of the hearing issues.

Recognized as one of the most important transfers to come before the Commission, the Crosley-Avco hearing is expected to require at least two days. A score or more of witnesses, including top executives of both firms, are expected to testify.

Although three Commissioners were on vacation last week, a full seven-man Commission was expected to hear the case. Former Gov. William H. Wills of Vermont, who succeeds Gov. Norman S. Case on the FCC and who was to be sworn in at 10 a.m. Monday, planned to sit with his colleagues. Commissioners Charles R. Denny Jr., E. K. Jett and Ray C. Wakefield, on vacation last week, were expected to be at the hearing along with Chairman Paul A. Porter and Commissioners C. J. Durr and Paul A. Walker.

Rosel H. Hyde, FCC general counsel, and Leonard H. Marks, his crack assistant, were to appear for the Commission, although Mr. Marks has been designated to handle the case. He will represent the FCC in the WINS sale hearing. Clure H. Owen, assistant chief, broadcast division, FCC Engineering Dept., and Wifliam J. Norfleet, chief accountant, also were to appear at the Monday hearing.

Witnesses were to include Mr. Crosley and Victor Emanuel, Avco board chairman. It appeared unlikely as BROADCASTING went to press that James D. Shouse, Crosley vice-president in charge of broadcasting, would appear. Mr. Shouse last week was confined to a Cincinnati hospital following an illness of several days that kept him at home.

Other witnesses were to be: For Crosley—Robert E. Dunville, vice-president and general manager of WLW; R. J. Rockwell, chief engineer; Ed Ellig, assistant secretary-

(*Continued on page 68*)

Drawn for BROADCASTING by Sid Hix

"This is your Uncle Joe at Dingling Brothers, Kiddies, and I want to say right now, the circus still thrills me!"

NAB Seeks Broadcaster as Aide to Miller

Board to Consider Plan at Meeting Here Aug. 6

OPERATION OF THE NAB under a dual structure, with the new president, Associate Justice Justin Miller, to direct policy geared toward achieving a "free radio" and with an executive director or vice-president to handle normal trade functions, is the likely reorganization format of the trade association this fall.

Selection of Judge Miller by unanimous vote of the NAB Presidential Selection Committee at Kansas City on July 14 [BROADCASTING, July 16] has paved the way for adoption by the full NAB Board of such a reorganization plan. The Board meets in Washington Aug. 6-7 and will receive the Committee's proposals, cornerstone of which is selection of a practical broadcaster to assume the "second man's post" and perhaps to serve as interim head until Judge Miller takes over Oct. 1.

Appointment Well Received

Judge Miller's appointment for a five-year term was well received in all broadcast quarters last week. A distinguished jurist who has sat on the U. S. Court of Appeals in Washington—the nation's second highest tribunal—since 1937, Judge Miller desires to complete certain cases which he heard on the Court before he resigns. In the interim he is acquainting himself with NAB affairs while vacationing at his home in Pacific Palisades near Los Angeles, during the Court's recess. It is understood his salary will be $50,000 annually.

J. Harold Ryan, on leave as vice-president and treasurer of the Ft. Industry Co., has agreed to remain as NAB president until the August board meeting. If the executive director is selected at that session, active direction of the Association will be left with him until fall. The board also will consider the recommendation of the Presidential Committee that an executive committee of three board members be named to direct overall policy until such time as the new president takes over.

Despite his lifelong background as an attorney and jurist, Judge Miller is said by his friends and associates to have a "very fine organization sense." Possessed of a pleasing personality, the 63-year-old Californian is regarded as an excellent speaker and an avid student of anything he undertakes. He has testified on numerous occasions before committees of Congress in connection with jurisprudence and has a wide circle of friends and acquaintances in Congress and in public life.

As a member of the Appellate Court, he has handled numerous radio cases, since the Court sits just above the FCC on radio appeals. His associates on the Court say he has always had a deep interest in radio and has kept abreast of developments in the art for a half dozen years.

JUSTIN MILLER

It is unlikely that Judge Miller will attend the Aug. 6-7 board meeting. He advised Chairman T. A. M. Craven of the selection committee as well as President Ryan that he would be content to have the board name its own executive director and that he was confident that he would get along with any individual chosen. The committee, at its Kansas City meeting, discussed several prospective appointees for the post and will have definite recommendations for the board, it was thought. The committee, while authorized to name a president, was not given the power to select the second man, a move that was evolved afterwards.

The second man should be one well versed in broadcast operations, the committee agreed. With the new president devoting his energies and talents to policy, legislation and public relations, it would be the duty of the executive director (or vice-president) to concern himself with normal trade association functions, such as economics, labor, sales, engineering, legal and other phases of activity. He also would attend district meetings, and otherwise occupy himself with those matters not directly performed by the president.

Judge Miller, upon accepting the presidency, made this statement:

"I accept a challenge to render a public service. I see in broadcasting, with its promising developments for postwar expansion into frequency modulation, television and facsimile, a vital agency for carrying forward our traditional American policy of free speech and for protecting and strengthening our system of free enterprise. The opportunity is thus presented to demonstrate to the world the vitality and validity of these fundamental American concepts.

"To have a part in the development of the industry, to help in securing for it a sounder foundation in law and operating policy, in reconciling and integrating the various interests—public, governmental and industrial—is an assignment so challenging to me, as to make my decision a matter of course."

DUAL STRUCTURE for NAB seems likely with an executive director selected from the industry as "second man" to the new president, Associate Justice Justin Miller. Judge Miller's appointment for a five-year term has been well received by the industry. The new executive director may serve as interim head until Judge Miller takes over on Oct. 1. Format for the new plan will be presented by the Presidential Selection Committee at the NAB Board meeting Aug. 6-7.

It is doubted whether any changes in NAB organization will be affected by the new president until after he has had an opportunity to survey the organization's operation. His present secretary is Helen Ann Fruth, who has served him since November. For several years she had been attached to the clerk's office of the Court.

Judge Miller becomes the second paid president of the NAB selected from outside radio. The first paid president was Neville Miller, former mayor of Louisville, who served from 1938 until Feb. 1944. Mr. Ryan was drafted by the NAB Board to serve until a permanent successor had been selected.

Competitive, Unfettered Radio Must Remain, Declares Miller

By DAVID GLICKMAN

DECLARING THAT all radio must work together for a common good and accepting the challenge to weld radio into a stronger, more unified position, Justice Justin Miller, newly named NAB president, said last Wednesday in an interview with BROADCASTING that radio must remain free, competitive, and unfettered to continue its public service leadership.

Judge Miller revealed that he will resign from the Federal bench when he takes over the NAB presidency Oct. 1. He is expected in Washington about mid-September. Lauding the broadcasting industry for past achievements and adding that radio must lead the way in promoting a closer relationship between the people and the Government, Judge Miller stated that much remains to be accomplished.

Conflicts

He reiterated that one of his intentions is to assist in "reconciliation of conflicts between public interest, governmental, regulatory agencies and the operating radio industry." He said he hoped to secure more effective organization of the Association, better operating policies, sounder regulatory legislation and more harmonious integration of all the constituent factors in the broadcasting field."

"There are challenging days ahead for radio," he cautioned. Having been "exposed" to broadcasting during his years on the Federal bench, Judge Miller said he was naturally attracted to radio by its great potentialities. Drawing upon an intimate acquaintance with the medium's many problems, he will strive for simple legislation to make radio as free as the press.

To expedite operations, he has already requested that a policy committee be set up within the NAB Board of Directors to work in close cooperation with his office.

"Importance of the West Coast too in the radio spectrum makes it advisable that an NAB branch office be established in that area", he pointed out.

Judge Miller concurred in substance with President Truman's radio credo [BROADCASTING, July 9]. Paralleling those thoughts he urged broadcasters to continue radio's vital war role until final victory is achieved. "The American system of radio has adapted itself admirably to changing circumstances both before and after Pearl Harbor. But there are many problems to overcome. With hundreds of new stations to be established because of new developments, it is imperative that radio continue free and competitive to maintain its lusty growth as a public service medium. In this way only can the broadcasting industry fully assume its responsibilities in terms of leadership."

NAB Board Meet

TO PAVE the way for reorganization of the NAB under its new president, Judge Justin Miller, the NAB Board of Directors meets in Washington Aug. 6-7 at the Statler Hotel. Among topics are consideration of proposed revisions of the NAB Voluntary Code, expansion of labor relations activities and matters pertaining to business. The Code Committee, headed by Lee B. Wailes, Westinghouse, Philadelphia, meets July 31 and Aug. 1 to formulate recommendations, provoked largely by the celebrated WHKC-CIO incident and the FCC's recent ruling criticizing Code provisions barring sale of time for controversial issues.

Proposed FM Rules Are Inadequate

Satisfactory Service Is Not Obtainable in 88-108 mc Band

By PAUL A. DE MARS
Lieutenant Commander, USNR

IN AN ORDER issued July 10 by the FCC, proposed rules and regulations were presented for FM broadcasting. The date of July 30 has been set for a hearing before the Commission en banc. They embrace among other matters an allocation plan for FM broadcasting facilities.

The allocation plan that will be promulgated subsequent to this hearing will determine the FM broadcasting structure for the future. This plan needs critical scrutiny. It is vitally important the best possible plan be adopted now. The people of the United States must have the best possible FM service provided as quickly as the progress of the war will permit the release of critical materials and productive capacity to civilian needs.

The pioneers who built FM stations at Alpine, N. J.; Meriden, Conn.; Paxton, Mass., and Mt. Washington, N. H., demonstrated that this new system could provide a high quality broadcasting service to all urban and most rural areas. It was their concept that under a technically and economically sound allocation plan an FM broadcasting structure could be developed that would furnish a service superior to the standard AM system and supplant it in most cities and rural areas. This concept was premised on regulations and allocation to establish FM under the "American system of free enterprise and competition unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities."

Statutory Duty

The Commission is keenly aware of its statutory duty to make available to *all* the people an efficient nationwide radio service and that its duty is not fulfilled if its provision for FM service is such as to make it impossible for rural areas to enjoy satisfactory FM service.

The importance of the proposed FM allocation focuses the attention of the broadcasting art on this subject. It appears appropriate and timely to comment on this important matter.

It is my opinion that the proposed plan falls short of being the best that can be formulated. It is apparent to anyone familiar with FM and propagation in the 88 to 108 mc band that under the plan and the engineering standards proposed a satisfactory rural service will not be obtained.

Allocation in the FM band is a much more complex problem than appears on the surface. Many factors must be taken into consideration to formulate a plan that will meet the needs of different sections of the country. Each section has its peculiar combination of topography, population distribution and economic factors. Even the weather cycle which reflects conditions affecting FM propagation cannot be ignored.

It is my belief that the plan was conceived from data that represents an oversimplification of the technical problems. To illustrate, the engineer who has studied FM service by the practical method of riding thousands of miles over all kinds of terrain is keenly aware of the discrepancy between circles on the blackboard representing calculated signals and what is actually available to the listener. Further on the economic side, detriment to the best solution of the allocation problem results from the restrictions imposed for the purpose of regulating the economy of FM broadcasting with respect to competition betwen stations. These are only two examples of the failure to recognize matters of fundamental importance.

Three classes of stations are proposed (a) Community, (b) Metropolitan, and (c) Rural. Within these classifications provision is intended for satisfactory service to the small community, the large city or metropolitan area and rural areas. It is principally with respect to the conception of satisfactory rural service and the manner in which it is supposed to result from this plan that this writer finds the Commission's proposed allocation structure unsatisfactory. Since rural coverage with FM was made the principle reason of changing the FM band from 42-50 to 88-100 mc, it is to be expected that the proposed allocation plan would insure satisfactory rural FM service. Does it!

Rural Coverage

How is this to be accomplished? Rural coverage is expected to result from service beyond the metropolitan area from the stations primarily serving the metropolitan district. This service is expected to cover substantial rural areas by providing protection to the 20 uv/m signal. The Commission has been misinformed if it believes that satisfactory rural coverage can be achieved by protecting the 20 uv/m signal from metropolitan stations. The effects of terrain and troposphere have been ignored in assuming a satisfactory rural service to anywhere near the distance where 20 uv/m would exist under the ideal conditions of level terrain and no tropospheric reflection and refraction.

Additional rural coverage is anticipated from rural stations. Under the proposed plan this class of station shall not be permitted to render a signal of 500 uv/m or better in any metropolitan area. In no case will rural stations be permitted to render a signal greater than 500 uv/m to more than one metropolitan area. Substantial rural coverage requires high power and the most efficient radiating system possible. The Commission is naive

(*Continued on page 76*)

SLATED to be released from active Navy duty next month, Lt. Comdr. Paul A. deMars is one of radio's early propagation experts and FM pioneers. As vice president and chief engineer of the Yankee Network he designed and built the 50 kw Paxton, Mass. transmitter which figured prominently in FCC propagation tabulations, and the FM station atop Mt. Washington, N. H. Formerly professor of electrical engineering at Tufts College, his radio career began in 1921; he has been in FM since 1936. Comdr. deMars is a member of the industry-FCC subcommittee now compiling FM engineering standards. He is associated with Raymond M. Wilmotte as consulting engineer, with offices in Washington.

Comdr. deMars

U. S. Aid in Converting FM is Proposed

Two-Band Sets Planned Despite Opposition Of Commission

A PROPOSAL that the Government give financial aid in the conversion of FM transmitters from the present band (42-50 mc) to the new frequencies (88-106 mc) was submitted to the FCC last week by Lee McCanne, vice-president and general manager of Stromberg-Carlson Co., Rochester, N. Y. He also proposed that set manufacturers might contribute to conversion costs.

At the same time it was learned that some manufacturers plan to turn out two-band receivers, one to cover the present stations and the other for future operations, despite the FCC announcement of July 12 that there is no need for two-band sets [BROADCASTING, July 16].

Subcommittees

Mr. McCanne wrote the Commission protesting the manufacture of two-band sets, while Zenith Radio Corp. and General Electric were understood to be making plans for them following a meeting early this month of FM pioneer manufacturers in New York [BROADCASTING, July 9].

Meanwhile the Commission last week announced that subcommittees on standards for FM, television and facsimile had been set up and that informal engineering conferences will be held Aug. 1 for FM and facsimile and Aug. 2 for television in Conference Room B, Interdepartmental Auditorium, Washington. The television standards subcommittee met last Wednesday and an industry committee headed by J. E. Brown of Zenith met in New York Friday to consider television equipment standards. The FM standards subcommittee was scheduled to meet July 23 at Commission headquarters.

U. S. FINANCIAL aid to pioneer FM broadcasters in conversion to higher frequencies urged by Lee McCanne, vice-president, general manager, Stromberg-Carlson Co. Manufacturers still going ahead with plans for two-band receivers. Another informal engineering conference on standards (two days) slated Aug. 1-2.

"It seems to me that the FCC has an unusual obligation to these pioneer FM stations who, having been assured that FM was commercially satisfactory in 1941, have invested in equipment which now they must change through no fault of their own," Mr. McCanne wrote FCC Chairman Paul A. Porter. He suggested that school FM systems would obtain federal aid in financing reconversion and that the "5 pioneer FM broadcasters are equally deserving of federal aid".

He suggested, too, that the Commission permit temporary low power operation in the new band using only driver stages of transmitters "until the high-power tubes and amplifiers can be developed". Manufacturers say that until high powered equipment can be developed for the 88-106 mc band power of new FM stations will be cut.

Maj. E. H. Armstrong, FM inventor, has expressed the belief that broadcasters will be able to get 10 kw output "within a reasonable time" but that it would be some time before anything like 50 kw can be developed because engineers still are tied up with war work.

Hearing July 30

With the hearing on proposed FM Rules & Regulations postponed from July 23 to July 30 and the filing date for appearances and briefs moved up to July 26, the FMBI board meeting, scheduled for July 17 in Washington, was postponed to July 24.

Two FM members last week had filed letters with the Commission on the proposed Rules & Regula

(*Continued on page 75*)

Tragedy

That empty life boat, a plaything of the elements, tells a story of tragedy that only the sea can tell.

In selling by radio there is also tragedy . . . when a good sales argument fails to get a hearing.

If you've got a fundamental sales appeal and you want more people to listen to it . . . there's one radio station that will give it a sound test.

The station is W-I-T-H in Baltimore.

This successful independent produces more listeners-per-dollar-spent than any other station in town.

Facts prove it . . . glad to let you look them over. And don't forget Baltimore is the 6th largest city in the country.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Farm Program Survey Stirs Stations

550,000 Questionnaires Mailed by Agriculture Department

By BILL BAILEY

ARMED with questions inquiring of station programming, a corps of Agriculture Dept. enumerators is winding up a survey of 2,600 farm and small-town families for the FCC in connection with the forthcoming clear channel hearings, now set to begin Sept. 5. A second mail census on clear channel station coverage, handled by the Bureau of the Census, is being tabulated.

Although the original surveys started out under the aegis of a joint industry-FCC committee headed by Dallas W. Smythe, FCC chief economist, industry members withdrew financial support from the survey conducted by the Division of Programs, Bureau of Agricultural Economics, when it became apparent that the Government economists were more interested in programs than in station coverage.

The Census Bureau survey, entailing 550,000 mailed questionnaires, is confined to questions involving station coverage and has won the endorsement of industry. Results of both surveys will not be disclosed, according to Commission sources, until the clear channel hearings get under way.

No Information

Industry members of the agricultural survey committee were virtually sworn to secrecy and told not to discuss proceedings outside their own inner circles. Attempts to get information about it were met at both the FCC and Dept. of Agriculture with statements that nothing could be disclosed until the hearings got under way.

It was understood that the FCC feared if the questions to be asked were given wide publicity, certain stations might tell listeners that when the census taker comes around, "be sure you tell him you listen to this station".

Industry members of the committee had a different story, however. They offered cooperation on a broad basis and felt that such a survey, properly conducted, would be beneficial to all concerned. The general feeling was, however, that the Commission and Dept. of Agriculture were bent on inquiring into programs, particularly farm fare, and that the Agriculture Dept. was making every effort to prove that the people wanted such Government programs as the *National Farm & Home Hour*, which was reduced by the American network over a year ago from a daily program to once weekly and time changed.

Members of Congress were understood to be looking into the Agriculture Dept. questionnaire and weighing it against Sec. 326 of the Communications Act, which forbids FCC censorship over programs. A Congressional inquiry was hinted as to why the FCC purchased stamps for the Census Bureau mail survey when penalty mail could have been used to a great saving.

Of 79 questions being asked in the main agricultural questionnaire, 26 are devoted to farm programs.

Enumerators are instructed to interview two persons in each household. Questions are contained in three schedules, as follows: (1) for those having working radios; (2) radio failed in last two months; (3) those who never owned radios.

Questions

"We're interested in finding out about the radio service people are getting," is the opening statement the Agriculture Dept. enumerators are told to ask. Following are some of the questions:

1. Do you listen to your radio much? 2. About how many hours on Sunday would you say you listen ordinarily? 3. How about the rest of the week? About how many hours a day would you say you listen ordinarily?

4. Do you ever have the radio turned off at times when you're not busy and could be listening to it? ("not busy" and "could be listening to it" underscored). 3. (IF YES) How does it happen that you don't listen during that time? 6. Do you ever have the radio turned off because you aren't interested in the programs that are on?

Questions, approved by the FCC but protested by broadcasters as irrelevant to the clear channel issues, include such as the following: "What kind of a program would you miss most if your radio gave out?" Enumerators are cautioned not to accept "specific programs" but type".

"Suppose you have your way about the programs that are on the radio, are there any kinds of programs that you would like to hear *more of* than you do now?" . . . Are there any times during the daytime when you'd like to listen to the radio but the kind of program you'd like to hear just isn't on?" Same question is asked about programs after dark. The interviewee is asked what time of day he'd like to hear his particular kind of program. A list of various types of programs is shown and the respondents are asked to tell the enumerators the five they like best. These programs are listed as follows:

News Broadcasts; Talks & Discussions; Sermons & Religious Music; Old-time Fiddlers, Singers & String Bands; Classical Music, like Symphonies; Semi-classical Music & Popular Music other than Dance Music; Dance Music; Brass Bands. Farm Market Reports; Talks on Farming & Farm Problems; Entertainment Programs & Skits with Comedians & Popular Singers; Quiz Programs; Complete Dramatic Plays; Daytime Serial Stories; Sports Events & Scores.

Enumerators are cautioned not to help respondents by "giving examples of kinds of programs". After the first 28 questions dealing in programs generally, the enumerators are told to say: "Now I like to talk with you especially about farm programs, as we're particularly interested in knowing what you think about them." Here are the questions about farm programs:

29. Do you ever listen to farm programs which give weather reports, market reports, or talks about farming? (If answer is NO skip to question 30. How many times a week do you listen to weather reports? 31. What time of day to you hear these reports? 32. Would there be any better time of day for you to listen to the weather reports? 33. (IF YES) What time would be better for you? 34. Why? 35. Would you say these weather reports are any help to you? 36. (IF YES) In what ways are they a help? 37. How many times a week do you listen to market reports? 38. What time of day do you hear these reports? 39. Would there be any better time of day for you to listen to the market reports? 40. (IF YES) What time would be better for you? 42. Would you say these market reports are any help to you? 43. (IF YES) In what ways are they a help? 44. Is there any way in which they could be more helpful? 45. (IF YES) In what way? 46. How many times a week do you listen to talks or discussions about farming? 47. What kind do you listen to? 48. What time of day do you hear these programs? 49. Would there be any better time of day for you to hear programs about farming? 50. (IF YES) What time would be better for you? 50-a. Why? 51. Would you say these programs are any help to you? 52. (IF YES) In what ways are they a help? 53. Are there any changes you'd like to see made in these programs?

At that point the enumerator is instructed to say: "We've been talking about what you get over the radio, and now I'd like to ask you how well you get stations over your radio."

Respondent is asked whether he has trouble (if he replies in the affirmative to a question as to daytime interference) is caused by fading, interference, too weak, static, other

(*Continued on page 74*)

Hedges Appointed to New NBC Planning & Development Post

Becomes Third Man in Charge; Easton Wooley Takes Over as Stations Dept. Director

NEW Planning & Development Dept. was announced Friday by NBC following two-day meeting of Network Stations Planning Advisory Committee, with William S. Hedges in charge.

Mr. Hedges, transferred from vice-president in charge of stations to new post as vice-president in charge of Planning & Development Dept., becomes third man at NBC.

Mr. Wooley

Easton Wooley, assistant to vice-president of Stations Dept., becomes director of the Stations Dept.

Personnel of Mr. Hedges' department will make necessary studies and develop plans for future operations, including all new services in prospect for postwar period.

All executives of other departments will coordinate operations with the new agency where planning and future operations are involved, according to Niles Trammell, NBC president. Mr. Hedges continues to report to the vice-president and general manager and continues as vice-president in charge of company operations in absence of both president and the vice-president and general manager.

WILLIAM S. HEDGES

Staff of new department will be announced shortly. Sheldon Hickox continues as manager of Station Relations Dept. and Harry Woodman continues as Traffic Dept. manager, both reporting to Mr. Woolley.

WOWO Ft. Wayne, Ind., revamped news periods recently to insert more local news when publication of papers was suspended because of failure to negotiate contracts with composing room employes. Editorial staff of one of affected papers gave assistance.

BROADCASTERS withdrew financial support for a survey involving the clear channel question when it became apparent Dept. of Agriculture and FCC insisted on inquiring not about coverage but about programs, with emphasis on farm fare. Questions being asked by Agriculture Dept. enumerators have to do mainly, with programming generally and farm programs in particular. Both FCC and Agriculture Dept. were silent on the survey.

kglo and WTAD

MASON CITY, IOWA QUINCY, ILLINOIS

Lee STATIONS

EACH IS **THE** STATION IN A PROSPEROUS AGRICULTURAL AND INDUSTRIAL AREA . . .

SEE OTHER SIDE FOR MARKET FACTS

Why kglo and WTAD is a Natural combination to buy . . .

BOTH stations have dominant coverage of their prosperous markets.

BOTH have approximately half rural, half urban listening audiences.

BOTH have excellent news coverage and carry the kind of programs their audiences want, when they want them.

BOTH are CBS Affiliates.

BOTH offer complete Merchandising Service.

kglo market data

MASON CITY, IOWA
1300 K.C. 5,000 Watts

COVERAGE — 57 counties in the "Heartland" area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

POPULATION — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

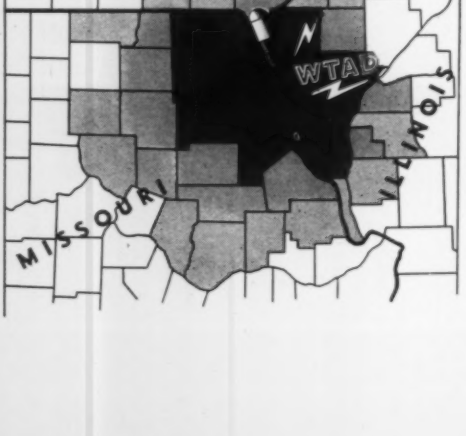
RETAIL SALES — $634,828,000 in 1944 (Sales Management estimate).

FARMING — More hogs were raised in this station's Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers' cash incomes up to an all-time record. Farmers here are continuing to work and spend toward greater production in 1945.

INDUSTRY — Six big modern meat packing plants, hemp mills, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Weed & Company, New York, Chicago, Detroit, San Francisco, Boston, Hollywood.



WTAD market data

QUINCY, ILLINOIS
930 K.C. 1,000 Watts

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.

POPULATION — 772,431, 1940 U.S. Census. 186,060 Radio Homes.

RETAIL SALES — $262,780,000 in 1944 (Sales Management estimate).

FARMING — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

INDUSTRY — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCHILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency, New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco.

Farm Day Starts Later Than Believed

Rural Listening Found High in P.M. Also, Katz Discovers

By EUGENE KATZ

Secretary, The Katz Agency

The Audience Research Dept. of The Katz Agency, station representatives, has just completed surveys of the audience of several of its stations. These studies employ the Listener Diary technique, a method which records all the listening of a representative sample of families for an entire week. Because the material revealed by one of these studies—for WNAX Yankton, S. D.—constitutes the latest authentic data available about two basic aspects of rural radio: sets-in-use and audience composition, BROADCASTING presents this summary of survey findings.

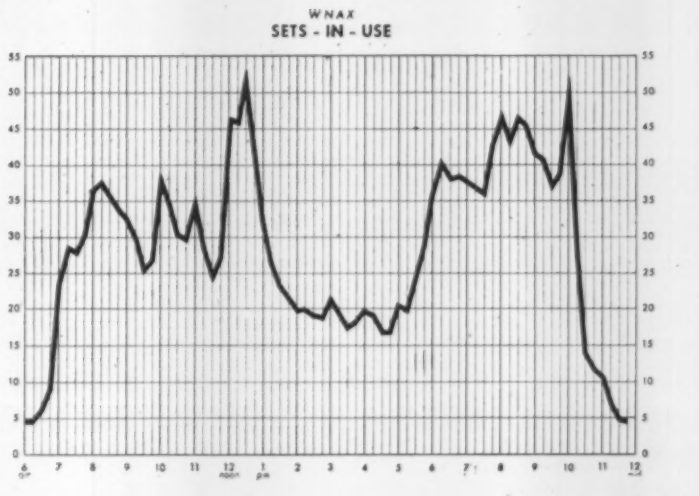
EVERY TIMEBUYER knows that rural and urban listening habits differ, but the question is: Precisely how do they differ? A survey of a predominantly rural area which we have just completed may, because of the dearth of recent information about rural listening in wartime, fill in some of the detail.

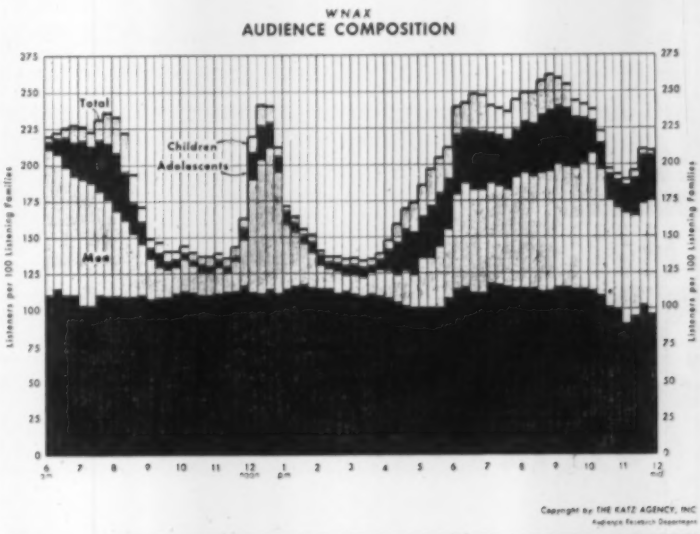
The "predominantly rural area" surveyed was an 80 county segment of the WNAX listening area located in South Dakota and bordering States, in which there are 193,140 radio homes and 7 cities of more than 10,000 population, only two of which—Sioux Falls, S. D. and Sioux City, Iowa—would be considered urban by anyone but a census enumerator. The survey was conducted during the week of March 19-25, 1945.

If this study constitutes reliable evidence, and we believe it does, the man on the farm doesn't tuck himself under his patchwork quilt at 9 p.m. and doesn't get up any earlier than city folk.

Fewer sets were in use from 6:15 to 7:15 a.m. in the WNAX rural area than in a midwestern metropolitan territory which we also surveyed during the same week. From 7:15 a.m. to 8:15 a.m. WNAX area radio homes did markedly more listening than the midwestern urban area. From 8:15 a.m. until noon, WNAX area listening continued to lead the urban area, though by a smaller margin. The small early morning rural audience indicated by this survey may be a wartime phenomenon. The farmer's life is influenced more by the sun than by the clock. The way the farmer figures, 6:15 in the morning is really 5:15. When the clock is set back an hour to sun time, farm sets in use during early morning periods may increase.

During the noon hour one out of every two sets were in use in the WNAX area, compared with one out of four in the urban area, indicating the continuation of this well-known rural noontime custom. WNAX listening continued ahead of the urban area until 2 p.m., when rural sets-in-use fell behind the urban area and stayed behind until 6:15 p.m.





Evening Listening Up

Listening levels during the mid-evening hours were 10% higher in the rural WNAX area. The surprise, to us at least, came at 10 p.m. when fatigue is supposed to overtake the farmer and he is no longer expected to be awake. But he was—50.9% of WNAX area sets were in use at 10 p.m., more than at any daytime period except 12:30 to 12:45 p.m., and more than the 39.7% whose sets were in use at 10 p.m. in the urban area surveyed during the same week.

Even in the 10:15 to 10:30 p.m. period, WNAX area listening was 17% heavier than in the urban area. From 10 to 12 p.m., WNAX area sets in use averaged 16.3% against 12.8% for the urban area—exploding the notion that the rural audience is not available after 10 p.m. The accompanying chart tells the story by quarter-hour periods. One thing stands out: for wartime listening you can't count on the farmer's being early to bed and early to rise.

Advertisers have frequently been compelled to guess about the composition of the rural radio audience—the number of men, women, adolescents and children listening at various times of day.

The WNAX survey produces some interesting evidence for accounts whose major appeal is aimed at specific sex or age groups within the listening population. It re-emphasizes the predominance of the female in today's rural listening audience.

The average number of persons listening per 100 radio sets for the entire radio day (6 a.m. to 12 midnight) in the WNAX area in March was 194, consisting of 108 women, 55 men, 20 adolescents (12-18 years of age) and 11 children (5-11 years of age). More people listened per 100 radio families from 6 to 9 a.m. and from 6:30 p.m. to 10 p.m. than during other periods. The low period for the day in number of listeners per 100 families was 9 to 12 noon with 142 persons.

The composition of the audience, of course, alters radically at different times of day and is only crudely illustrated by all-day averages. The number of men in the rural radio audience more nearly equals the number of women before 7:15 a.m., from 12 noon to 1 p.m., and from 6:30 p.m. to 10 p.m. But even during these peak male listening hours, the men are out-numbered by women. Periods with long-established male-appeal programs, such as market prices and farm service broadcasts, have more women than men in their audience. There seems to be no "for men only" in rural radio.

Remains Constant

The number of women per hundred listening families remains almost constant throughout the day, varying little from the all-day average of 108. The number of men in the rural radio audience decreases sharply from 8:45 a.m. to 11:30 a.m. (22 per hundred listening families), and from 1:45 p.m. to 4:45 p.m.

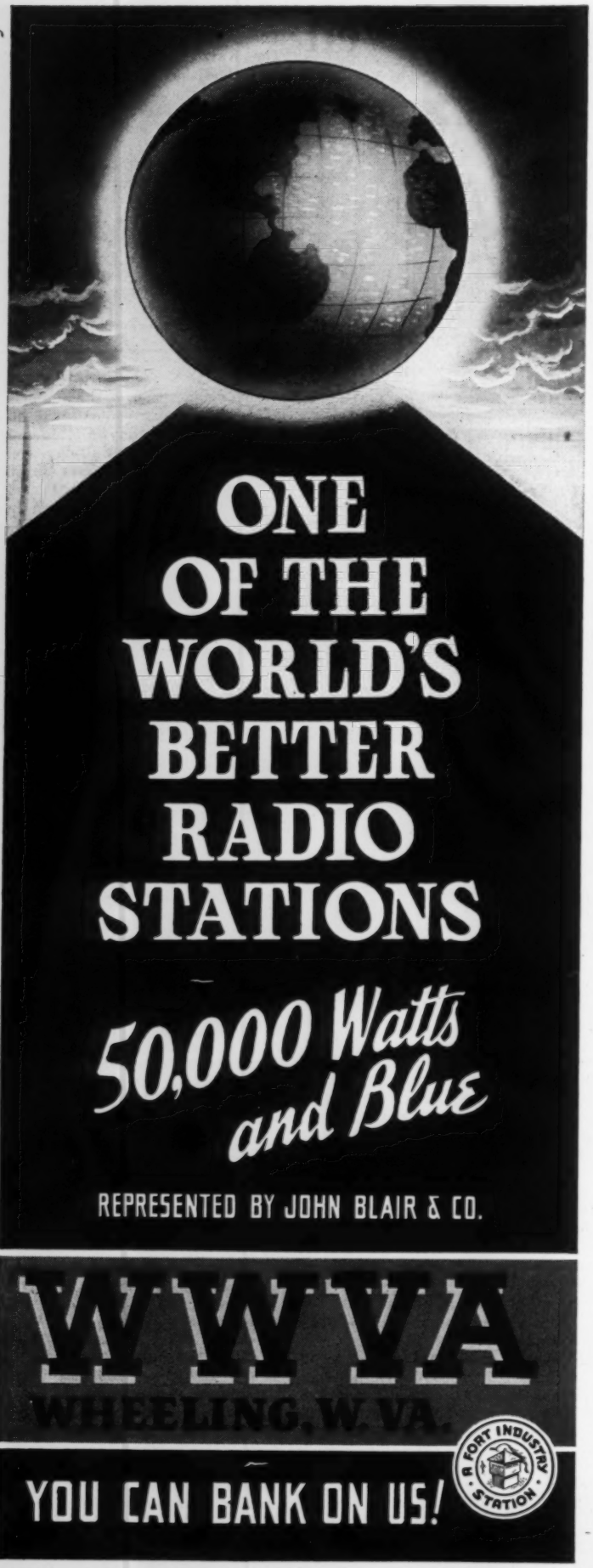
Teen-agers, as you would expect, are not available from 9 a.m. to 12 noon and from 1 to 4 p.m. Peak listening hours for the 12 to 18 year old rural area group are 7 to 8:30 a.m., at noon and 5 to 10 p.m.

In every 100 listening families there were 13 children (5 to 11 years old) in the audience before 9 a.m., less than half that number during the day until 3 p.m. From 3 to 6 p.m. there were 15 children, and from 6:30 to 10 p.m., 19 per 100 listening families.

Chart No. 2 shows the audience composition in the WNAX area by quarter-hours for the entire broadcasting day.

All sets-in-use and audience composition figures used here are based on Monday-Friday or Monday-Saturday averages for the week of March 19-25, 1945. It should be borne in mind that the Diary technique produces higher sets-in-use figures than the coincidental telephone method. Higher Diary sets-in-use figures are attributable to these factors: The Diary includes small town and rural listening which is in greater volume than urban listening; the Diary includes non-telephone as well as telephone homes.

EUGENE KATZ is secretary of the Katz Agency, with a rich experience in audience study. For two years he was with OWI Overseas Branch determining enemy and neutral countries' response to psychological warfare. He then went to OPA as Public Opinion Consultant, returning later to OWI as Chief of Operations Intelligence in London with ABSIE.



Radio Proves Economic Force Aiding Puerto Rican Standards

By LARRY CHRISTOPHER

RADIO in Puerto Rico—buyer of more U. S. goods than any market south of the Rio Grande, leading Central and South America and the West Indies—is proving not only an effective sales media but also a progressive economic and social force.

Mr. Hull

That's the opinion expressed to BROADCASTING by Harwood Hull, NBC Caribbean correspondent and representative for the Office of Supply, War Food Administration, in the U. S. to arrange the third anniversary broadcast of the Puerto Rican WFA *Actualidad Agricola* program.

Heavily Populated

Nearly 2,000,000 persons inhabit the 95x35 mile island, making it one of the most densely populated areas in the world. Purchasing power of the strategically located U. S. possession is based primarily on the sugar industry, substantially supported by fine needlework industries, fertilizers and liquors. Rum, by the way, is radio's biggest local account.

Within the past decade radio has become an important factor in influencing the buying habits of the island, Mr. Hull said. Imports cover an increasing variety of manufactured goods and commodities as well as foodstuffs. Purchase of latter totals more than all other Latin countries combined.

Puerto Ricans, in country and city alike, are radio listeners. The islanders as a whole are suprisingly well informed although the illiteracy rate is still relatively high (about 30%). This is evidence that radio is doing more than entertaining, Mr. Hull believes.

Puerto Rico is 70% rural, although it boasts several modern cities. Radio is important to these folks, he said, because of the physical characteristics of the land and because there is no RFD postal system. Instead, radio is used to describe events, announce local farm meetings and provide more personal information.

Even the most humble of farm homes, tucked away on a mountain hillside where rural electrification has yet to reach, will have a battery radio—and such air-advertised products as Alka-Seltzer, Cashmere Bouquet soap and a variety of Sterling Drug items. Sterling is a major advertiser along with General Motors, Colgate-Palmolive-Peet and Coca-Cola.

The *publicos*, popular station-wagon buses, run back and forth over the steep mountain roads, their radios often serenading the countryside with the Spanish version of a well known jingle . . . "Pepsi-Cola es mejor . . .".

Representative of the service radio is offering in Puerto Rico and the first successful network venture, Mr. Hull said, is the WFA *Actualidad Agricola* program. Under Mr. Hull's supervision, the radio farm service is broadcast Monday through Friday 5:45-6 p.m. over WPRA Mayaguez, WPAB, WPRP Ponce, WKAQ and WNEL San Juan and has full island coverage.

WIAC San Juan was one of the original members of the network but the station is now programming AFRS shows for the many U. S. troops in the area. WKVM Arecibo, under construction, may join the usual hookup, part of which is accomplished by regular lines and part by rebroadcast.

Farmers returning from the fields in the afternoon gather at the innumerable country crossroad stores to buy their rice and beans and listen to *Actualidad Agricola*. Program on one day may explain why pink beans are being shipped to the island instead of the preferred red variety, or present transcribed messages from local boys in service or from farmers in other regions.

Other government agencies such as OPA, and many local interests, use the program to inform the people of new trends and events, Mr. Hull said.

News Transcriptions

Now being developed are transcribed newscasts from WFA in Washington. Discs will be flown to Puerto Rico and be on the air within 36 hours of cutting. Arrangements are being worked out whereby exchange students in the U. S. will be able to appear on the program.

Advertisers are quickly learning it's easy to do business with Puerto Rico, as easy as with any of the states. There are no tariff barriers, banking is the same, credit ratings are easily obtained. Most businessmen speak English.

In the postwar era Mr. Hull foresees an even greater opportunity, for radio to introduce and sell American goods and the American way of life, besides promoting understanding between the 2,000,000 U. S. citizens living in Puerto Rico and their neighbors in the States.

Mr. Hull was born in Puerto Rico in 1914. He was graduated from the U. of Puerto Rico in 1935 with an avid interest in radio and the same year he joined the island Dept. of Agriculture as radio information man. From 1937 to 1942 he was farm editor and publicity director for WAPI Birmingham. In 1942 he went to Washington under WFA appointment and was then sent to Puerto Rico to head the overall information program.

Thank You!

> DON McNEILL AND THE BREAKFAST CLUB CAST
> JOE KELLY AND THE QUIZ KIDS
> GEORGE V. DENNY JR., & AMERICA'S TOWN MEETING
> THE MEET YOUR NAVY CAST

Thousands of people filling Des Moines' Shrine Auditorium to capacity to see famous ABC Network programs, broadcast coast-to-coast from Des Moines.

● Thank you for your contribution to the big promotion splash that announced KRNT's switchover to the American Broadcasting Company. A splash which also included listener promotion through every retail store, bank and theatre in Des Moines . . . a barrage of metropolitan newspaper advertisements . . . weekly paper ads . . . car cards . . . billboards . . . mailing pieces . . . and other advertising which made this one of the biggest promotion campaigns these parts had ever seen.

• • • *and thank you*

American Broadcasting Company for carrying those five Des Moines originated coast-to-coast programs . . . our own production, "Iowa" . . . Breakfast Club . . . Quiz Kids . . . Meet Your Navy . . . America's Town Meeting of the Air. They took the KRNT call letters to Iowa . . . to every corner of the nation . . . and over the seas to our Armed Forces.

KRNT

The Cowles Station For Des Moines

Represented by the Katz Agency

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

North Carolina is the South's top state in both farming and manufacturing. According to Sales Management's 1945 estimates, North Carolina leads the next-ranking Southern state by more than 250 million dollars in gross farm receipts. The figure is more than *double the average for the nine other Southern states.*

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS — NBC

RALEIGH, N. C.

Free & Peters, Inc., National Representatives

REPRESENTATIVES of 11 CBS Pacific coast stations getting fresh ideas on plans, procedures and techniques of programming at three-day clinic in Hollywood are Hal Hudson (at table), CBS Coast prog. dir.; (front row, l to r) Peter D. Smythe, KLZ prog. dir.; Jack Williams, KOY prog. dir.; Fred Ruegg, KQW prog. dir.; Paul H. Appleby, KIRO v-p; (2nd row) Everett Tomlinson, CBS Pacific asst. prog. dir. in charge of writing; Richard Brothers, KERN sales mgr.; Wayne Sanders, KTUC prog. dir.; Arch Madsen, KSUB; John Garrick, KARM prog. dir.; (3rd row) Vyvian Rinker, KERN office mgr.; Edith Smith, KGDM mgr.; Charles E. Morin, CBS Pacific sales mgr.; Dick Asher, KSL newscaster; E. M. Halliday, KSL prog. mgr.; Lynn McKinley, KSL pub. serv.; (back row) Ted. W. Cooke, KOIN prod. mgr.; Tom Papich, CBS sales prom. dept.; Loren B. Stone, KIRO mgr.; George Allen, CBS Pacific prog. dir.; Lee Little, KTUC mgr.

Letter to the Editor

EDITOR, BROADCASTING:

In a recent issue of BROADCASTING you have a photograph submitted evidently by WHAS in regard to "the first broadcast of it's type", another "first in broadcasting history". (Story described broadcast from the back of a racehorse at Churchill Downs.)

I don't like to stir a controversy but several years ago, about 1938 or 1939 while employed by WDEL, in Wilmington, Delaware, such a broadcast was originated from Delaware Park. The broadcast was successful and was carried by the NBC network (Red) at 5 p.m. on a Friday. The occasion was the previewing of a scheduled Saturday afternoon handicap. During the Friday broadcast a jockey equipped with pack transmitter rode the course and told of the feeling. Nelson Case was the announcer assigned to the show at the time, I cannot at the moment recall the name of the jockey.

At the time Abe Schecter was Director of Special Events and if my memory serves correctly Art Feldman was directing that special show. A check will reveal the truth of this, for I am sure that NBC has a record of it. In fact WRC engineers supervised the pickup, Keith Williams and a fellow named Godwin now in the Navy.

I hate to challenge the "first" claim by WHAS but these are the facts.

LONNY STARR,
WJNO West Palm Beach.

July 3, 1945.

Students' Choice

NBC's *Dr. I. Q.* was voted the "most helpful and most entertaining" radio program by 200 students in the Vanceburg, Ky., high school, according to a letter from a teacher to WLW Cincinnati. All the students also knew the product advertised on the program.

Two Masters

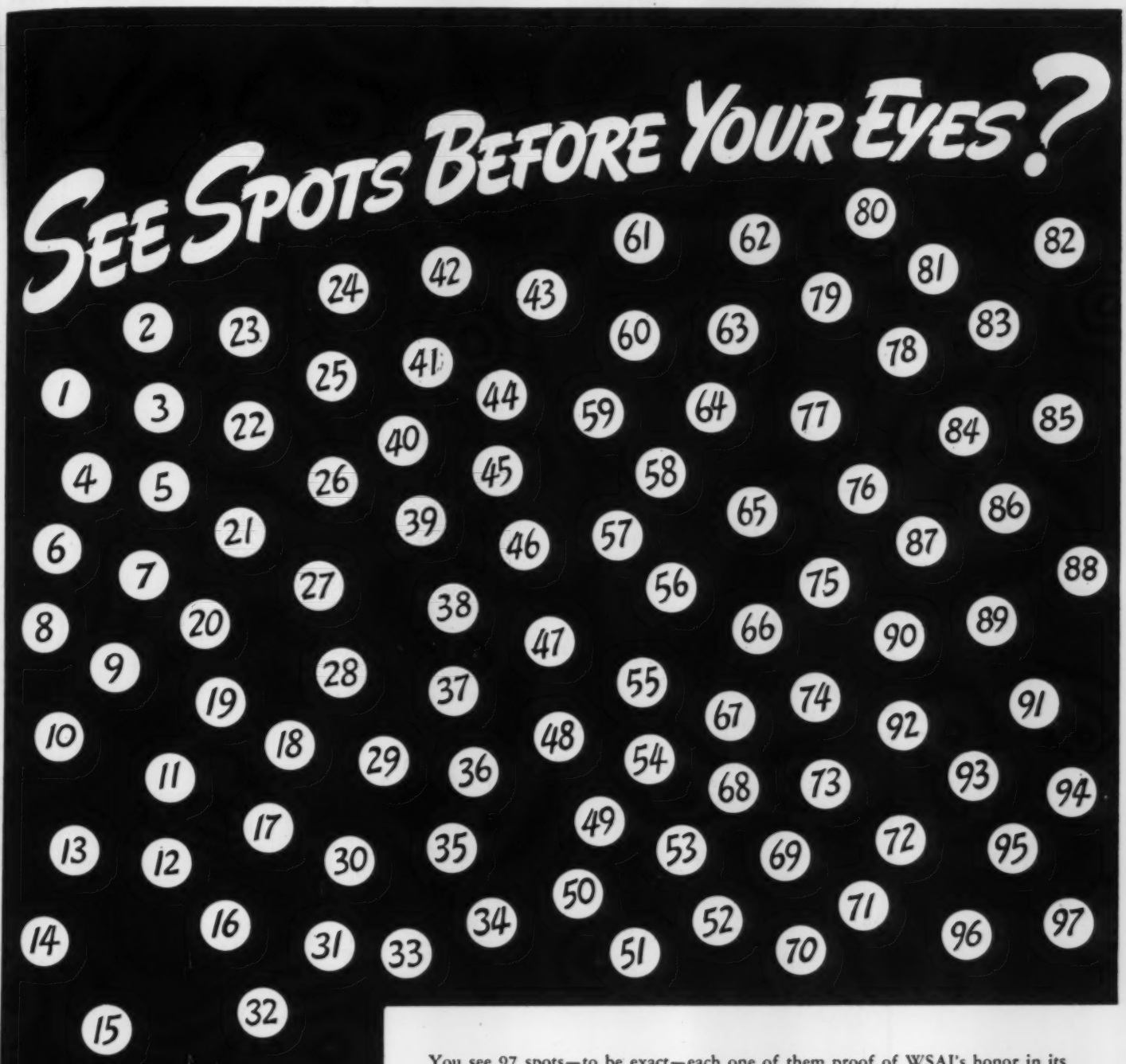
TWO sponsors are usually better than one, but sometimes—well, take the case of Jack Bailey who is emceeing the new *County Fair* series for Borden in addition to his *Darts for Dough* stint for Dr. Pepper, both on American. Making publicity pictures for *County Fair*, photographer posed Bailey and two other members of the cast with straws in the same bottle of Coca Cola, the name coming out beautifully in the finished prints. Now all Bailey has to do is to explain to Dr. Pepper.

Eclipse

DESCRIPTION of eclipse of the sun was broadcast over WPEN Philadelphia and WWDC Washington direct from the scene of an expedition to Wolseley, Saskatchewan, Canada, point directly in the path of the totality of the eclipse. Expedition, under joint auspices of *Philadelphia Evening Bulletin*, Franklin Institute and U. of Pennsylvania, was headed by Dr. Roy K. Marshall, director of Fels Planetarium and associate director at Franklin Institute, who described the phenomenon.

AFRS Aids School

McCLATCHY BROADCASTING Co., licensee of KFKB Sacramento, in its Summer Radio School for public school teachers, has arranged for three top-ranking Armed Forces Radio Service officers to give a series of lectures. All three appeared before 100 teachers at an early session to describe various operations of AFRS. They are Col. Thomas H. A. Lewis, commandant, AFRS; Lt. Col. True E. Boardman, chief, Troop Planning Information Section; Capt. Fordyce Cowing, assistant executive officer. All are on leave from civilian radio jobs.



WSAI

You see 97 spots—to be exact—each one of them proof of WSAI's honor in its own home town . . .

. . . for top-notch Greater Cincinnati advertisers account for no fewer than 97 program-periods on WSAI's weekly program schedule—not to mention their share in WSAI's almost-filled schedule of in-between-program sales messages.

Four leading Cincinnati department stores (who use 300% more time on WSAI than on all four other Cincinnati stations combined) . . . "class" retailers of shoes, furniture, services, beverages—what better guides to your best radio buy for reaching the Greater Cincinnati market?

So if you see spots before your eyes when you're selecting a Cincinnati radio station, don't call your doctor . . . call the Paul H. Raymer Company. They'll show you how you can follow in the success-steps of on-the-spot advertisers in Cincinnati—on WSAI!

A Marshall Field Station

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

N. Y. Stations Normal As Strike Is Settled

NEW YORK stations returned to normal news periods and local business schedules last Wednesday when the newspaper mailers and delivery men's 17-day strike, which prevented the city from obtaining newspapers, was settled. [BROADCASTING, July 16].

Most contracts with movie, department stores and newspapers were on a strike-duration basis. The *Journal-American* cancelled its quarter-hour show on WOV but started 24 spot announcements weekly on a direct till-forbid contract. *World-Telegram* cancelled its additional time on WMCA. Station also returned to 3-minute news period on the hour instead of the increased period of time due to the strike.

New York Post cancelled its time on WLIB and both the *Journal-American* and *Mirror* cancelled on WINS.

INCREASINGLY noticed on the lapels of station personnel nowadays is this insigne, indicating honorable discharge from the armed forces.

ANNUAL baseball game between Radio Press and NBC press department was played last Saturday at Polo Grounds, New York.

RTPB Agreement Is Remote If Space Requirements Are Cut

PANEL 2 (allocations), Radio Technical Planning Board, probably could not agree on any allocation plan seriously curtailing estimated frequency space needs of the principal services involved, Dr. C. B. Jolliffe, RCA vice-president in charge of RCA Labs., Panel 2 chairman, informed FCC Chairman Paul A. Porter last week.

Dr. Jolliffe sent Chairman Porter a proposed report of Panel 2 from 10-30,000 kc. which had been submitted to members. No opposition was expected from members, since those interested had participated in the panel's work, he told Chairman Porter.

The proposed report explains that since allowance must be made for Government services, estimated requirements of which are not known, "it is apparent that substantial reductions in the estimated requirements of the various services must be made in order to arrive at an acceptable world allocation plan."

Dr. Jolliffe explained that there is not time to carry on lengthy panel discussions if results are to be of practical use to the FCC, now considering its final report of allocations below 22 mc.

Panel 8 last June 18 reported to Panel 2 on point-to-point, marine and international broadcasting services, saying estimated requirements total 23 mc. in range from 10-24 mc. Requirements of many individual 1-mc. bands in this range exceed available space because of distribution of frequencies, Panel 8 informed Panel 2.

Panel 11 advised that frequency needs originally drawn for aeronautical services, presented last fall at FCC hearings, will in effect serve as an international allocation for this service.

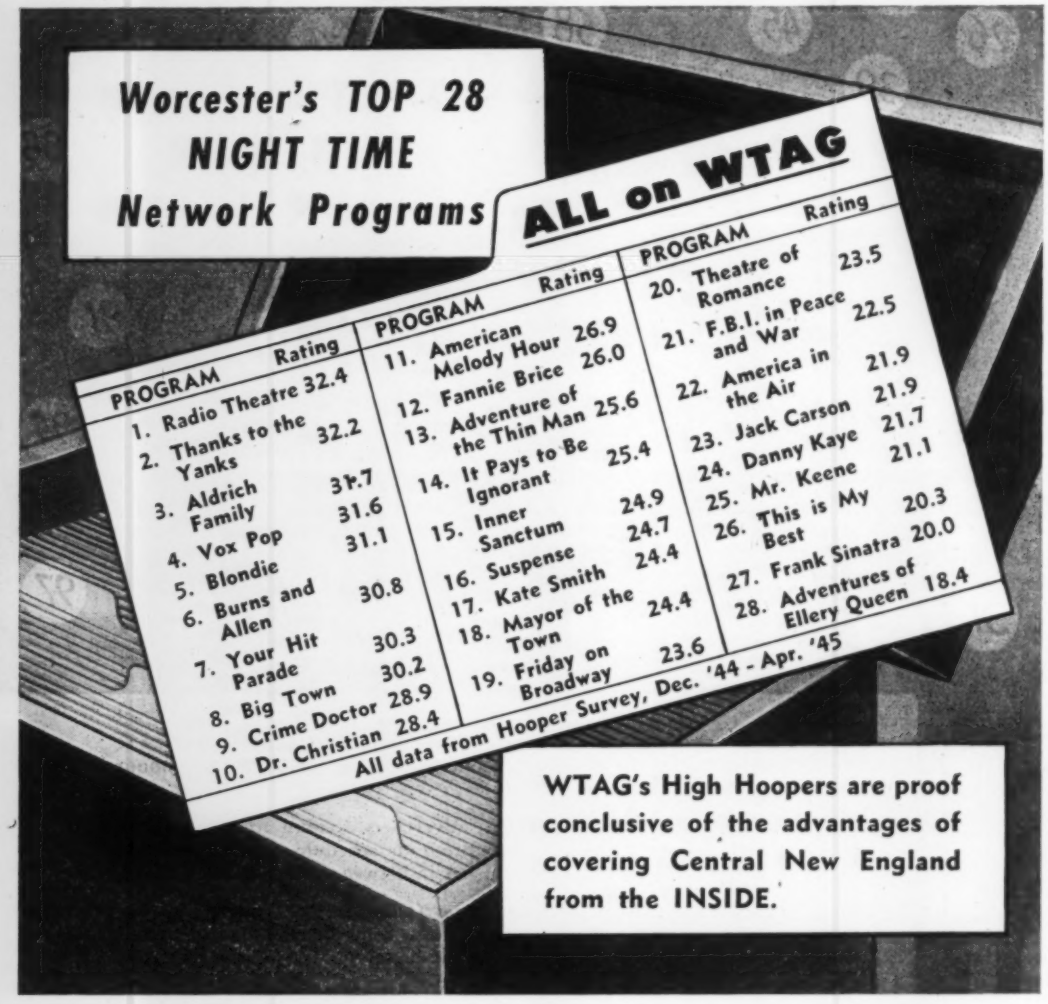
Final allocation below 25 mc. is expected before the clear channel hearings get underway in the fall.

P&G Shows

PROCTER & GAMBLE CO., Cincinnati (Oxydol), has bought two shows which are expected to share the CBS network in the 7:15-30 p. m. period 5 times weekly starting Aug. 21. Programs are *Vic and Sade* and a musical show featuring Jack Smith and Earl Sheldon's Orchestra. Dancer-Fitzgerald-Sample is the agency. Company will also sponsor the 7-7:15 p. m. period on CBS with the Jack Kirkwood show for Ivory Soap through Compton Adv., New York.

Bryan in Paris

SGT. WARREN BRYAN, former New York freelance, has been named production manager of the Paris station of American forces network, which now includes 50 stations ranging from 50 to 100,000 w with 41 transmitters.


Worcester's TOP 28
NIGHT TIME
Network Programs
ALL on WTAG
PROGRAM Rating
1. Radio Theatre 32.4
2. Thanks to the Yanks 32.2
3. Aldrich Family 31.7
4. Vox Pop 31.6
5. Blondie 31.1
6. Burns and Allen 30.8
7. Your Hit Parade 30.3
8. Big Town 30.2
9. Crime Doctor 28.9
10. Dr. Christian 28.4
11. American Melody Hour 26.9
12. Fannie Brice 26.0
13. Adventure of the Thin Man 25.6
14. It Pays to Be Ignorant 25.4
15. Inner Sanctum 24.9
16. Suspense 24.7
17. Kate Smith 24.4
18. Mayor of the Town 24.4
19. Friday on Broadway 23.6
20. Theatre of Romance 23.5
21. F.B.I. in Peace and War 22.5
22. America in the Air 21.9
23. Jack Carson 21.9
24. Danny Kaye 21.7
25. Mr. Keene 21.1
26. This is My Best 20.3
27. Frank Sinatra 20.0
28. Adventures of Ellery Queen 18.4
All data from Hooper Survey, Dec. '44 - Apr. '45
WTAG's High Hoopers are proof conclusive of the advantages of covering Central New England from the INSIDE.

PAUL H. RAYMER CO. National Sales Representatives

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

"You better come with us—WFDF Flint just announced the new ration points."

Advertisers--local, regional and national--spend more money on KOA than on any other Denver station.

That goes for spot radio as well as for program radio...

Why this preference? Because KOA delivers more listeners per dollar --not only in Denver but all over the Rocky Mountain West.

--No wonder KOA's FIRST!

FIRST in DENVER

KOA

50,000 watts **850** on your dial

Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSARY
—PLEDGED TO VICTORY

First in POWER—the only 50,000 watter for 500 miles in any direction. Hence . . .

First in COVERAGE—Day or Night

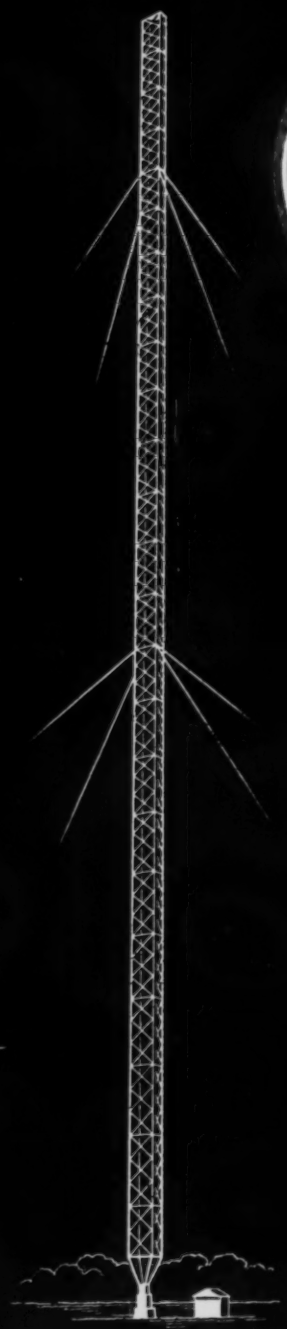
First in LISTENER LOYALTY—NBC surveyed 1077 cities to prove it

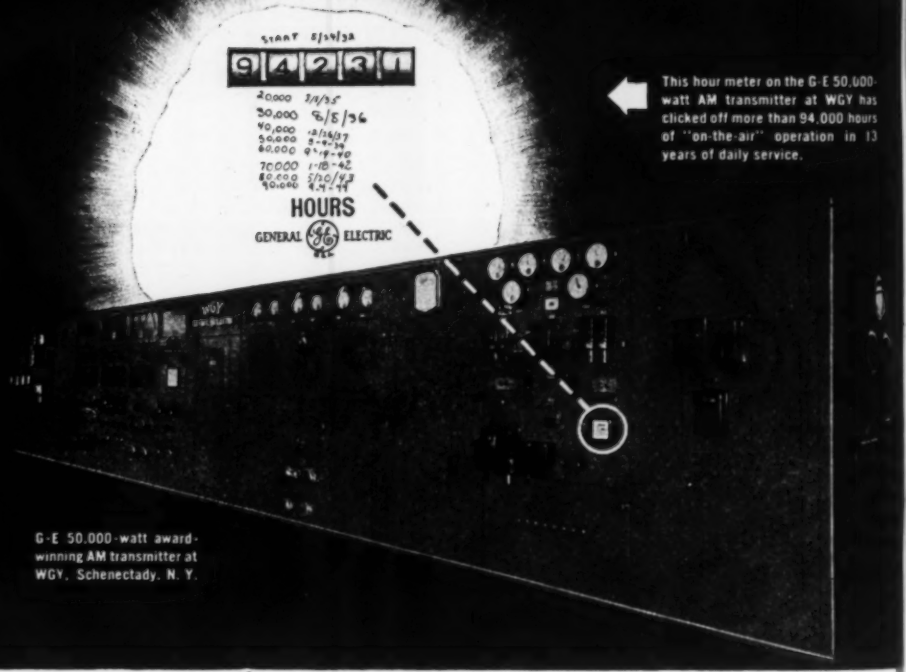
First in PROGRAMS—both listener and advertiser loyalty proves that

And finally, for all these reasons . . .

FIRST IN DEALER PREFERENCE
(Just ask Ross-Federal)

AM





This hour meter on the G-E 50,000-watt AM transmitter at WGY has clicked off more than 94,000 hours of "on-the-air" operation in 13 years of daily service.

G-E 50,000-watt award-winning AM transmitter at WGY, Schenectady, N. Y.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

190-D4-6814

● *Award presented to NBC's affiliated AM station WGY for having the most nearly perfect operation record in 1944. WGY holds a similar award for 1936.*

wins top honors

Again, a G-E AM transmitter wins the NBC network award for the most perfect operating record.

OFF the air but 52 seconds in 6947 hours of program time during 1944, General Electric's 50,000-watt AM transmitter wins for WGY in Schenectady the NBC network award for greatest broadcast service in terms of solid hours of program delivery—the second time since 1936!

With a record of more than 94,000 hours of operation to its credit during thirteen years of daily service, this transmitter is typical of all G-E AM broadcast transmitters—transmitters that are famous for lower equipment cost per hour of broadcast service. This is the kind of performance that has built advertiser confidence. And this is the kind of reliability you can count on getting in your new G-E broadcast equipment—whether it is AM, Television, or FM. General Electric AM transmitters are built on a rich background of research and development, both in radio and in every line of electrical equipment. For more than thirty years, G. E. has been designing and making the most advanced and reliable broadcast apparatus in the world. During this time, General Electric manufactured many of the first high-power AM transmitters and all of America's 100-kw international transmitters. Today, G.E. operates its own AM broadcast proving-ground in Schenectady where seven big AM, FM, television, and international stations are on the air.

Whether your AM requirements are for standard band or international service, General Electric will supply everything for your needs—AM transmitters ranging in power from 250 watts to 1,000 kilowatts, complete studio equipment, auxiliary electrical components, entire antenna systems. G-E equipment will include all the refinements of modern AM transmitter design—with new basic improvements in modulation quality, frequency response, and low noise level. G-E AM equipment will be simplified, easy to control and to maintain, economical to operate. For further information on General Electric's AM broadcast equipment, see your G-E sales representative, or write: Electronics Department, General Electric, Schenectady 5, N. Y.

Establish a priority on delivery of your AM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of AM transmitters and associated equipment.

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

TV HIGH FREQUENCY TEST SET IN N. Y.

FIRST FIELD tests in New York Metropolitan area of television in higher frequencies will be started when installation of equipment atop Empire State Bldg. is completed, according to Dr. C. B. Jolliffe, vice-president in charge of RCA Labs.

Cooperating with NBC, RCA will use a transmitter developing 5 kw. at 288 mc., a higher frequency than that allocated to television by the FCC. Some experimenting has been done in this band at the RCA Princeton labs.

According to O. B. Hanson, NBC vice-president and chief engineer, "Our intention in erecting this transmitter is to ascertain the service area of, and to make other observations regarding, a transmitter operating in these higher frequencies and to make a record of our findings."

FORMERLY civilian radio and advertising men, graduates of the fourth class of Los Angeles AFRS school now awaiting overseas assignments are (back row, l to r) Richard E. Provensen, Glendale, Cal., announcer-actor; R. G. McGarry, Frazee, Minn., personnel dir.; Donald R. Hendricks, Milwaukee, announcer-operator; Henry G. Quillen, WKPT Kingsport, Tenn., transmitter operator; John T. Van Santy, Allentown, Pa., announcer; Weldon Riddick, Alamo, Tenn., adv.; T. E. Burkland, Chicago, prog. dir.-announcer; C. Derrick Dyatt, Catasauqua, Penna., announcer-actor; (3rd row) Morton F. Wells, Omaha, musician; Bill Edwards, KMTR Hollywood; K. L. Corless, Berkeley, Mich., studio operator; R. G. Fallert, Pittsburgh, announcer; S. H. Taber, New Haven, technician; M. Schwartz, Hollywood, announcer-actor, producer; William O. Harrington, Indianapolis, piano; H. R. Steelman, Woodbury, N. J.; (2nd row) Gil Somner, Los Angeles, instructor, producer, writer, actor; Carl E. McDaniel, Shawnee, Okla., prog. dir.; Paul F. Davidson, Ecors, Mich.; E. Lyons, Tulsa, news editor; J. Lawrence, KUTA Salt Lake City, announcer-dir.; Jerry Geller, New York, writer; William Ludes, Narbaerth, Pa., operator; (1st row) Maj. C. Frink, Officer in Charge; K. H. Wilson, WHDH Boston, music dir.; E. Reimers, WBEN Buffalo, dir., newscaster; Tommy Thompson, San Francisco, writer, producer, announcer; W. B. Moran, Chicago, announcer-actor; R. A. Mitchell, CBS announcer-actor; J. McManus, WMOB Mobile, Ala., announcer-writer.

Greensboro's "Magic Circle" offers a market you won't want to miss ... the South's Number One Market that is BIG in POPULATION ... BIG in INDUSTRY and BIG in WEALTH.

WBIG is the BIG FACTOR you won't want to miss for effective and positive RESULTS.

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

Bell Commended

DON BELL, Mutual correspondent in the Pacific, has been commended by the Army for "displaying courage and disregard for danger during the 11th Airborne Division parachute operation at Appari, Luzon, 23 June, 1945". He volunteered to go for the mission, the Army citation said, though heavy fire was expected.

WTAR

WTAR dominates the NORFOLK Metropolitan Market
Nation's No. 1 TEST MARKET
More listeners than all other stations combined with listening to outside stations practically nil

NBC NETWORK
5,000 WATTS
DAY AND NIGHT
Nat'l Representatives:
EDW. PETRY & CO.

NORFOLK VIRGINIA

FOR LISTENERS AND SPONSORS ALIKE . . . . HERE'S ONE SWELL WAY TO START THE DAY . . .

EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of New Yorkers off to a good start for the day. "Wake Up New York" is a fast moving program that gives listeners what they like, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", enjoys one of the highest ratings of any early-morning program on a New York Independent station, delivers this audience at an exceptionally low cost per listener and is doing a great selling job for participating sponsors.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

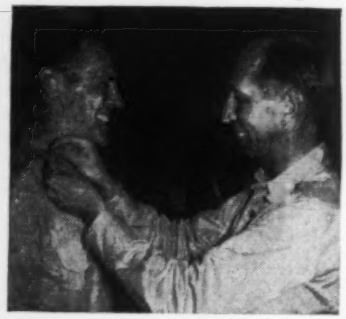
WOV
New York
THE KEY TO TWO MARKETS

ACA Awards

JACK COOKE, president of CKEY Toronto, has been appointed to represent the Canadian Assn. of Broadcasters on the 8-man awards jury of Assn. of Canadian Advertisers for best 1945 advertising. Lee Trenholm, director of public relations, Underwood Ltd., Toronto, is chairman of committee. Awards are to be announced at annual ACA dinner at Toronto Nov. 9 and consist of gold medal for most distinguished contribution to Canadian advertising and silver medals for outstanding contributions by member of an advertising department, by agency staff member and by media representative.

WTBO Shift

SHIFT from corporate form to partnership is requested in application filed with the FCC last week by WTBO Cumberland, Md. No money is involved. Station is owned by Aurelia S. Becker, general manager, and Charles Z. Heskett.



DIRECT appointment as second lieutenant for Vic Campbella, formerly of WGY Schenectady, is confirmed as Brig. Gen. L. A. Diller, PRO in the Pacific, pins on the bar. Lt. Campbella handles network liaison and press traffic control in the Philippines.

Adjournment Kills Prospects of Radio Legislation Until October Session

ALL prospects of legislative action regarding broadcasting were killed until autumn when the House adjourned last week until Oct. 8.

Principally affected by the recess is the Vandenberg bill (S-63) to prevent interference with cultural programs which passed the Senate early in the session and its House counterpart (HR-1648) which is still before the Committee on Interstate & Foreign Commerce.

Chairman Lea (D-Cal.) had expected the Committee to report out a measure several weeks ago which would cover various Petrillo demands against networks and stations [BROADCASTING, MAY 28] but it is understood that difficulties were encountered in attempting to draft a bill which would draw the line from general labor legislation. Mr. Lea told BROADCASTING Wednesday that a substitute bill would be offered Congress shortly after reconvening in October.

Among the practices which the Committee is believed to be considering for inclusion in proposed legislation are quota requirements, employment of standbys, "makework" jobs, restrictions on appearance of musicians in television broadcasts, payment of fees on records and transcriptions, and restrictions of service band performances on the air. The Committee had heard testimony on these practices in hearings last February and May [BROADCASTING, Feb. 26, May 14].

Another measure of interest to broadcasters, the Bailey bill (S-754) to outlaw payment of royalties to unions, may still be taken up this session. Sen. Eastland (D-Miss.), chairman of a subcommittee of the Senate Judiciary Committee, intends to begin hearings as soon as Sen. Bailey (D-N. C.) is able to testify on the bill.

Sen. Bailey's bill, if enacted, would invalidate the fee system now prevailing between the AFM and the recording and transcription industry [BROADCASTING, March 26].

A similar bill (HR-2819) has been introduced in the House by Rep. Miller (R-Neb.) but has been lying dormant in the House Labor Committee.

Another House measure affected by adjournment is the Monroney bill (HR-2121) to amend the Anti-Trust Act to cover labor as well as business monopolies.

Also before the House is the Reece bill (HR-2390) which would define more clearly the power of the Federal Trade Commission over false advertising and limit requirements regarding the use of warnings in radio commercials.

Of broader interest to broadcasters is the Ball-Burton-Hatch bill (S-1171) which would create a Federal Labor Relations Board to handle labor disputes.

81.5% BETTER!*

*NATURALLY WE'RE SPEAKING OF THE ALL-DAY AVERAGE HOOPER FOR WSIX

Yes, sir! . . . That 81.5% increase in WSIX's all-day average Hooperating during the two years ending last January is mighty easy on the eyes. And here are some more facts that are mighty pleasing to advertisers! WSIX has the highest daytime Hooper of any Nashville station . . . Top programs of **both** the AMERICAN and MUTUAL Networks . . . Excellent coverage at a very low unit cost . . . A booming market in the heart of industrial, agricultural Tennessee, with over a million people—all potential buyers for your product —who really believe in spending.

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

KFBC
CHEYENNE
WYOMING
HOME OF
FRONTIER DAYS
"THE DADDY
OF 'EM ALL"
BLUE NETWORK
REPRESENTED BY RAMBEAU

Cleveland's Man with a Mike and Seven League Boots

When a big-time sports announcer like Earl Harper, with a record of more than 15,000 broadcasts, signs as Director of Sports and Special Events on a local station —that's national news.

Radio advertisers know that *wherever hundreds go to see, countless thousands listen free.* At fight, fire, sport or spectacle, Earl Harper is Cleveland's man with a mike and seven league boots. His tremendous audience thinks of him as the man who goes everywhere, sees everything and re-creates a vivid picture.

Harper's sharp but non-hysterical descriptions, frequently fed to the network, make him a newsman's newsman as the clippings below will show.

Harper clicked in Cleveland—from the word Go!

CLEVELAND NEWS

Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

THE CLEVELAND PRESS

The town's cheering Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulation's on a big-time sportscast, Earl.

PLAIN DEALER

BIVENS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought was sharper with his description.

BASIC *Blue Network* CLEVELAND, O.

WJW 850

850 KC *5000 Watts* DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

BMB Gets First Assessment Money

BROADCAST measurement bureau has received $143,015, from 199 stations as their first assessment, Hugh Feltis, BMB president, declared Wednesday after a meeting of the finance committee. Billing is proceeding on schedule, he said.

Financial operations of the bureau were reviewed by the committee, along with plans for allocation of funds to operate the industry project. Definite recommendations will be considered by the executive committee at its next monthly meeting Aug. 6 and presented to the board Sept. 11.

Chairman Roger Clipp, WFIL Philadelphia, Leonard Bush, Compton Adv., and Lowry Crites, General Mills, praised the BMB management for its operation and approved the budget for the July-September quarter.

Mr. Clipp announced stations had chosen payment methods as follows. Total two-year subscription payable now, 5 per cent, annual payments 1945 now and 1946 next year at this time, 55%, first half of 1945 now and quarterly payments thereafter, 20%, first half of 1945 now and monthly payments thereafter 20%.

DAILY bulletin board staff newspaper, an innovation at KSL Salt Lake City, is inspected by Ivor Sharp, station mgr. and Secretary Iris Petersen. Carbon copy is sent to the transmitter as a much-needed link with the station. Staff members act as reporters under promotion dept. editing.

Ask Third CP

UNITY Corp., applicant for new FM stations in Toledo and Lima, O., has filed application for FM facilities on 100 mc with 5,777 sq. mi. coverage in Springfield, O. Estimated cost is $27,800. Firm is owned by Edward Lamb and Stephen A. Mack, attorneys.

Poll Honors FDR Four-Day Tribute

OUTSTANDING musical event of the year was the four-day musical tribute to Franklin Delano Roosevelt at the time of his death in the opinion of readers of *Musical America*, which announced Saturday the results of its second annual radio poll.

The poll names the Philharmonic Symphony (CBS) as favorite orchestra, Arturo Toscanini (NBC) favorite symphony conductor, Jascha Heifetz favorite instrumental soloist with orchestra and *Gateways to Music* (CBS) best educational musical program.

Readers of the magazine agreed with music critics and editors in ten first-place winners, disagreed in eight cases.

Complete list of winners follows:

Outstanding Musical event of the year: four days of music in tribute to Franklin D. Roosevelt (all networks).

Best Performance by Metropolitan Opera Company: "Die Meistersinger"; "Tristan and Isolde"; "Mignon" and "Pelleas et Melisande" tied.

Symphony Orchestra: Philharmonic-Symphony (CBS); Boston Symphony (American); NBC Symphony.

Program of Operatic Character: "Metropolitan Opera" (American); "Metropolitan Opera Presents" (American); "Great Moments in Music" (CBS).

Symphony Conductor: Arturo Toscanini (NBC); Serge Koussevitzky (American); Artur Rodzinski (CBS).

Opera Conductor (American): Bruno Walter; George Szell; Erich Leinsdorf.

Program Conductor: Donald Voorhees (NBC); Frank Black (NBC); Howard Barlow (NBC).

Orchestra with Featured Soloists: "Telephone Hour" (NBC); "Family Hour" (CBS); "Voice of Firestone" (NBC).

Musical Variety: "Texaco Star Theatre" (CBS); "Electric Hour" (CBS); "Contented Hour" (NBC).

Woman Singer (regularly featured): Patrice Munsel (CBS); Gladys Swarthout (NBC); Licia Albanese (MBS).

Woman Singer (occasionally featured): Rise Stevens; Bidu Sayao; Marian Anderson.

Man Singer (regularly featured): Nelson Eddy (CBS); Richard Crooks (NBC); Jan Peerce (CBS).

Man Singer (occasionally featured): Ezio Pinza; Lauritz Melchior; Igor Gorin.

Small Ensemble: "Stradivari Orchestra" (CBS); "Hour of Charm" (NBC); Sinfonietta" (MBS).

Instrumental Soloist with Orchestra: Jascha Heifetz; Robert Casadesus; Fritz Kreisler.

Instrumentalist (regularly featured): Alec Templeton (CBS); First Piano Quartet (NBC); E. Power Biggs (CBS).

Program of Educational Character: "Gateway to Music" (CBS); "Symphonies for Youth" (MBS); "Music of the New World" (NBC).

Announcer, Commentator: Milton Cross (American); Ben Grauer (NBC); Frank Graham (CBS).

Coverage... in Philadelphia

Pattern broadcasting

OVER WDAS

covers the Philadelphia market at lowest cost

WDAS covers the largest cross-section of the buying public in the Philadelphia area... *at lowest cost.* Ask Philadelphia's Outstanding Full-Time Independent Station about a package of spots that will cover your market.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O. BOX 1524 — MEXICO, D. F.

There's no secret about WIBC's greater coverage...

COVERAGE may not be the most important consideration in selecting a radio station—but certainly you have to expose yourself to business if you want to get it! And, over WIBC, you do expose your message to more people than you would over any other Indianapolis Station. This is because WIBC's frequency, 1070 Kilocycles, is the lowest of any station in the city. Mail response proves WIBC the best radio buy in Indiana.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

Under 'The Hat'

NEW YORK's Mayor LaGuardia, in his usual manner, scooped newspapers last week by announcing appointment of three city magistrates on his regular Sunday afternoon broadcast over WNYC, New York municipal station. The Mayor then went into his comic-strip routine, reading "Little Orphan Annie".

Broker on WOR

MERRILL, LYNCH, PIERCE, FENNER & BEANE, New York investment firm, on July 16 starts Paul Schubert in Mon.-Fri. news commentary 6-6:15 p.m. on WOR New York. Program will include three-minute discussion of stock market trends. Agency, Albert Frank-Guenther Law, New York.

CIVIC EDUCATION BY STATIONS URGED

LOCAL radio stations can play an important part in the civic education of their communities and can aid in the election of better local public officials by giving as well as selling time for political broadcasts, Morris Novick, director, WNYC New York, said at a radio session of the New York State Institute of Community Service, held at Syracuse U. July 2-14.

Pointing out that the practice of selling time for pre-election broadcasts by political parties has resulted in most such broadcasts being made by the parties' national candidates, Mr. Novik urged that each station put on as a sustaining public service feature a pre-election series for local candidates.

The role of radio in the community was discussed at a round-table session led by Michael R. Hanna, manager, WHCU Ithaca.

W. W. CHAPLIN, NBC war correspondent, takes office as president of Overseas Press Club at a luncheon in his honor. Mr. Chaplin managed not to miss his 1:45 p.m. commentary by giving it from the speakers' table.

3 NEW PROGRAMS ON HOOPER FIRST 15

HIGHEST sponsor identification in the July 15 Hooper report [BROADCASTING, July 16] was attained by *Take It or Leave It* with an index of 86.1. Highest in listeners per listening set was *Blondie* with 3.05.

Three new programs appeared on the first 15 evening programs, *Buelah Show*, Phil Harris and Rise Stevens. Average evening audience rating of 5.4 was 0.9 below the last report two weeks ago and 0.2 below a year ago. Average evening sets-in-use was 18.5, 2.0 below last report and 0.7 below a year ago.

The *American Melody Hour* had largest number of women listeners per listening set, 1.70; Drew Pearson most men, 1.14; *Lone Ranger* most children, 0.91.

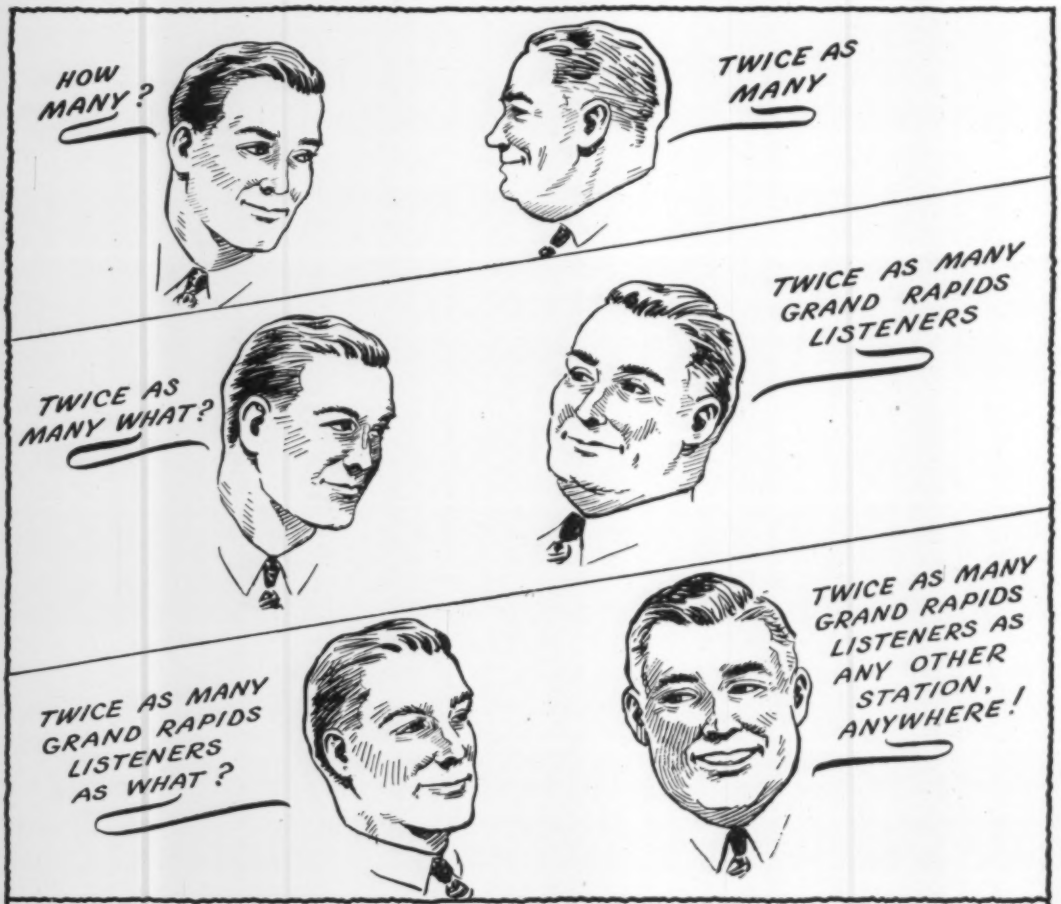
First 15 evening programs were: Walter Winchell, *Screen Guild Players, Telephone Hour, We, the People at War, Take It or Leave It, Music Hall, Vox Pop*, Rise Stevens, *Mr. District Attorney, Man Called X, Your Hit Parade, Contented Program, Jack Haley Show, Truth or Consequences, Beulah Show*, Phil Harris.

* * *

Canadian Ratings

WITH SETS IN USE down to 25.7 for the most popular programs, the July national evening ratings reports on Canadian programs issued by Elliott Haynes Ltd., Toronto, on July 14, shows top ranking program Victor Borge replacing *Fibber McGee and Molly* for the summer, with a rating of 15.2, followed by Frances Langford and Bing Crosby Music Hall, both with a rating of 12.6. Others of the leading ten most popular Canadian programs in order are *Album of Familiar Music, Waltz Time, Reader's Digest, Green Hornet* (Canadian origination), *Ellery Queen, Big Town, Alan Young* and *John and Judy* (Canadian origination).

DESIGNATED as "the most original themed radio show to come to the networks since the war began," "The Fighting AAF" program on American is slated to receive a plaque from This Month magazine.


HOW MANY?
TWICE AS MANY
TWICE AS MANY WHAT?
TWICE AS MANY GRAND RAPIDS LISTENERS
TWICE AS MANY GRAND RAPIDS LISTENERS AS WHAT?
TWICE AS MANY GRAND RAPIDS LISTENERS AS ANY OTHER STATION, ANYWHERE!

WOOD
GRAND RAPIDS

THE NO. 1 STATION
5000 WATTS
WITH THE NO. 1 NETWORK
N. B. C.
IN THE NO. 1 MARKET
IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS

first *in War!*

KGW's initial broadcast, more than 23 years ago, featured grand opera stars and other musical features, outstanding in their day. Since then, KGW has consistently maintained its "FIRST" position in music. Backbone of the "620 Time" War Bond show, broadcast each Sunday from the stage of a leading downtown theater, is this fine orchestra directed by KGW's Abe Bercovitz.

first *in Peace!*

KGW was the FIRST Portland station to broadcast a concert by a full-fledged symphony orchestra. This photograph shows station technicians going over plans for feeding the Portland Symphony orchestra to the network back in November 1932.

first *in Audience Influence*

Listener loyalty to a radio station is a prize which must be won every day by progressive public service. For 23 years KGW has preferred solid, sensible, day-by-day public service to flash-in-the-pan stunts. The soundness of this policy is proved over and over again in the gratifying results achieved by KGW advertisers.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

THEY'RE ALL CONTENTED NOW!

Milk-coolers, electric churns, sausage grinders . . . if you're "just a city man" it's hard to realize how many costly gadgets farmers *need*—in addition to all the things you office fellers want!

In Iowa, *now*, conditions permit the purchase of many kinds of merchandise needed for farm production, and all other kinds as rapidly as they appear. Years of equipment-shortages coupled with steadily-mounting farm receipts have built up a ready-and-waiting rural market that won't know contentment until it can "bust loose" and *spend!*

Iowa farmers have hit the jack-pot! As long ago as 1943 their *average* income was $7,672, last year 20% more. And the figure's still rising!

There have been many changes in Iowa—but not in the people and their tastes. Blaring swing-bands, Times Square wisecracks and Oxford accents still don't register out here. Farmers are *different!* That's why (with network facilities available) KMA devotes hours daily to local service such as farm information and market reports. Do our listeners approve? The question is best answered by the letters they send us: More than twice as many as any other station in this area receives!

You'll be interested in KMA's story. Let us tell it to you! Or call Free & Peters.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

ON THE WAR FRONT

Radio Courses for GIs Begun In England and France by ASF

WHEN GI's return from overseas many thousands will have received the finest training available in radio repair and maintenance through training centers in England and the Continent, Maj. Gen. Frederick Osborn, head of the Information & Education Division, Army Service Forces, revealed in a news conference.

Technical radio, electrical engineering, industrial electronics, and allied courses are also offered in university study centers in England and France for Army officers and enlisted personnel, taught by professors recruited from Carnegie Tech, and Texas A. & M. among others. The greatest percentage of radio traning however, will be in repair and maintenance.

ASF also proposes a course in advertising to be given in Italy. It is understood that radio script writing will be included in the curriculum of one college.

Much of the technical training is given at service facilities, such as Signal Corps depots, where both instructors and equipment are available. The centralized vocational training school for the ETO is at Warton, England, with three years' apprentice or journeyman training a prerequisite. This center opens about Sept. 3. Some of the other schools are already in operation. Men who have had practical experience both in the industry and in teaching are being sent to the schools as instructors.

* * *

AAF Series

AAF Office of Radio Production starts its tenth series on the networks on Tuesday, July 31, 10:30-11 p.m. (EWT) with *Return to Duty* on Mutual. For the first time on the air, the story of one man in the Air Forces will be told, from the time he joined his outfit, through 52 missions, his redeployment, rehabilitation, up to his replacing a man in a Stateside job. Man selected is T/Sgt. Charles (Chuck) Jackson, engineer and top turret gunner with the 15th Air Force in Italy.

* * *

AFRS Expands in L.A.

TO MEET expanding operations of Armed Forces Radio Service, two-story building has been constructed at 5950 Santa Monica Blvd., Los Angeles, across from AFRS headquarters. Annex houses the broadcast service section which distributes approximately 80,000 sixteen-inch transcriptions overseas monthly; technical production section, in charge of recording, pressing and inspection of transcriptions; shortwave, which directs broadcasting of 4,650 hours per month from shortwave transmitters in New York and San Francisco.

Col. Sherdeman Returns

LT. COL. TED SHERDEMAN, after 19 months as Armed Forces Radio Service advisor on Gen. MacArthur's staff, has been assigned as assistant chief of program section for AFRS Los Angeles. He was formerly writer-producer of Young & Rubicam, Hollywood. He organized and planned operation of the Jungle Network, now known as Far Eastern Network.

* * *

Col. Warner to Europe

COL. ALBERT L. WARNER, chief of the Army's War Intelligence Division, left last Monday for a European assignment. The former head of CBS Washington news department is reputedly in Frankfort, on temporary duty for about a month. His discharge is expected in September, when he will become excutive news head of WOL Washington.

* * *

Capt. Bolton Retired

CAPT. ALFRED J. BOLTON, USN, public relations director for Western Sea Frontier and liaison for radio and motion picture industries, will be retired Aug. 10. He will join Music Corp. of America, national talent service, Hollywood office, in an executive capacity. Capt. Bolton will shift organization headquarters from downtown Los Angeles to 1655 N. Cherokee St. about Aug. 1.

* * *

Maj. McAndrews Promoted

MAJ. ROBERT J. McANDREWS, liaison officer for the AAF Office of Radio Production and former sales promotion manager of NBC western division, has been promoted to that rank.

* * *

Col. Lewis Is Father

COL. THOMAS H. A. LEWIS, Commandant, Armed Forces Radio Service, is the father of a boy born July 15. Mrs. Lewis is film actress Loretta Young.

Covering
Ohio's 3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

Don't read these comments

(unless you're looking for a good radio show)

From KFRE, Fresno, Calif.

We are perfectly delighted with the World Features we recently purchased from you. All of the programs have proven to be as good as the audition samples, and that is very good indeed.

Most of these programs were ordered by us before we had sold them, or offered them for sale. It is, therefore, especially gratifying to us that they are now doing a good job for their respective advertisers.

From WGN, Chicago, Ill.

I thought you would like to know how pleased we are that we bought the "Songs of Praise" program for WGN. As you know, we had been looking for a program of this type for about two years. Even though we have been broadcasting it for just a short period of time, we have received something over 100 letters from our listeners thanking us for the program and expressing the hope that we will keep it on the air permanently.

From KTUC, Tucson, Ariz.

Casa Cugat is perfect entertainment vehicle for Tucson College Shop commercials. Casa Cugat listeners buy.

From KMPC, Los Angeles, Calif.

During my fifteen years in the radio business, I have purchased many transcribed programs. Never in that time have I bought a syndicated feature which was easier to sell than Footprints on the Sands of Time, featuring Art Baker.

From Potts, Calkins & Holden, Kansas City, Mo.

Your show "Casa Cugat" is well liked by our client and the dealer reaction has been very favorable. In my opinion it is by far the best in syndicate musical shows in my experience.

You needn't look further than World Features for proven hits. Each World Feature is a big-time production with top-flight talent, writers, directors and producers. Priced to fit even the most modest budgets.

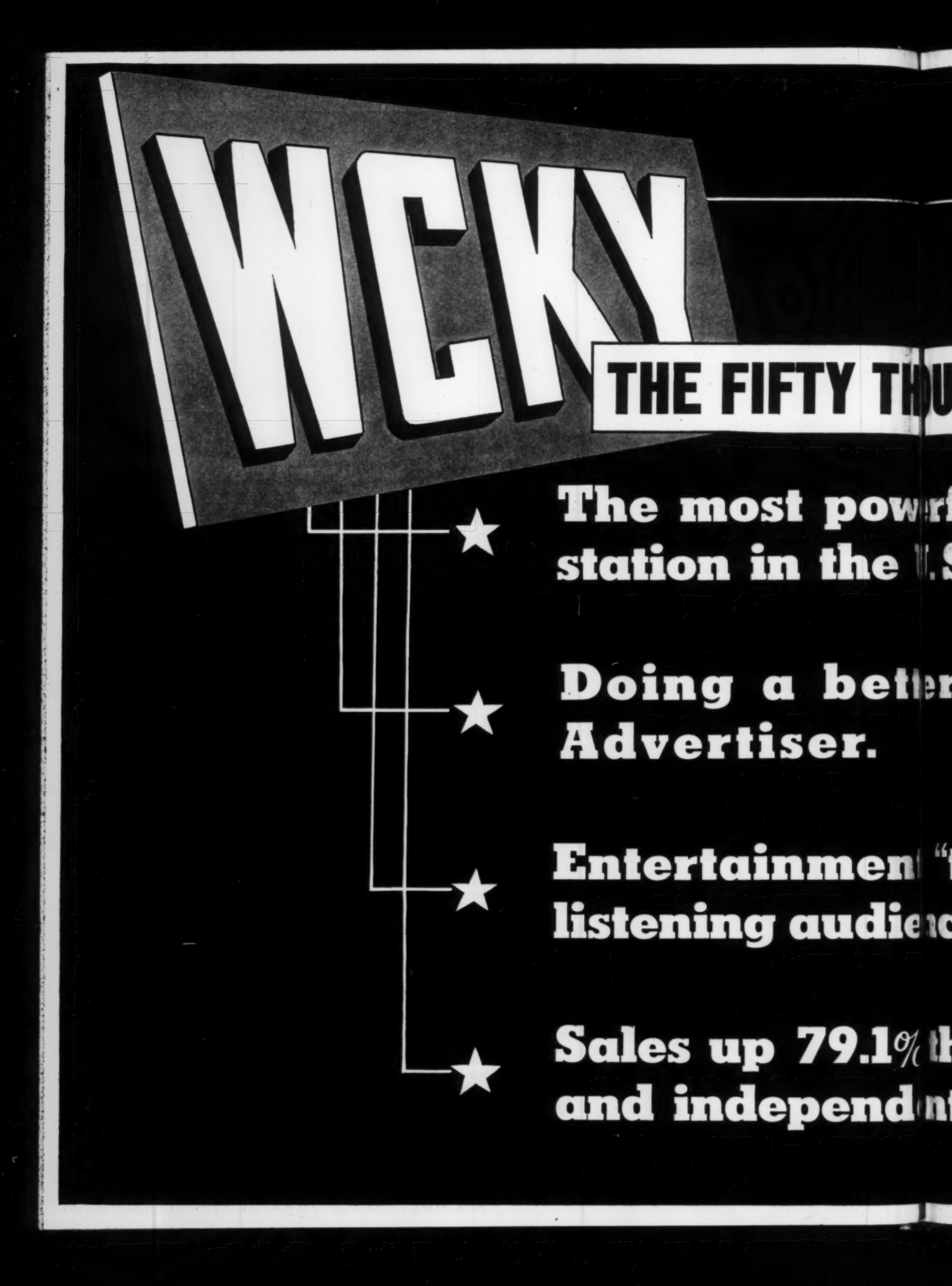
If you are an advertiser, have your local station audition these shows for you, or write direct to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD FEATURES

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON


WCKY
THE FIFTY TH
The most powe
station in the
Doing a bet
Advertiser.
Entertainmen
listening audie
Sales up 79.1%
and independ

HOUSAND WATT VOICE OF CINCINNATI

rful free and independent
U.S., except one in N.Y. City.

ter job than ever for the

"tailor made" for the vast
ence of the great middle west.

the first 15 days of our free
nt operation.

L. B. Wilson

Editorial

Miller—The Job Ahead

ORGANIZED radio puts its best foot forward with the selection of a man of the calibre of Justice Justin Miller as the NAB President. He is neither that "outstanding figure" of czarist proportions nor that practical broadcaster. He is a strong personality, highly respected both in the judiciary and in Washington's official circles, who has more than a cursory understanding of radio because he has dealt with its legal aspects for nearly a decade.

There may be those disposed to question selection of a judge for radio's topmost post when the talk has centered around a Will Hays or possibly an important radio executive. The NAB Presidential Selection Committee set out to get an individual who could command the respect of public and art alike, possessed of organization ability and with a sense of public relations.

In Judge Miller, the Committee appears to have achieved its objective. His first public statements as NAB President-designate demonstrate that he has a clear understanding of his assignment. He calls for a "free radio". He wants to effect a "reconcilation of conflicts" between public interests, Government regulatory agencies and the operating industry. He calls for a more effective organization of the NAB, better operating policies, and—most important—"sounder regulatory legislation".

Such is the platform of the man whose destiny it is to lead radio these next five critical years. It is a simple, sound platform. It dovetails with President Truman's *Radio Credo* [BROADCASTING, July 9] which Judge Miller admittedly employs as his theme.

Judge Miller cannot achieve these goals alone. He must have the united support of all those in radio. He must have an organization capable of carrying to fruition those precepts which he and all interested in radio must champion.

'Farmerica'

A SURVEY of rural listening, conducted by the research department of The Katz Agency, is printed on Page 23 of this issue. It plows under a few old theories about the farmer's listening habits.

The survey, made during March in the coverage area of WNAX Yankton, reveals the relatively startling fact that our agrarian families do not necessarily "go to bed with the chickens". At 10 p.m., for example, the study shows that 50.9% of the area's sets were in use—11% more than in a midwestern city.

Contrariwise, fewer farm than city families were listening from 6:15 to 7:15 a.m. The interesting point is made that the farmer's life, and consequently his listening habit, is more influenced by the sun than by the clock.

If this survey's results are representative, broadcasters might find it desirable to revise some of their time-schedules.

The reliance that the farmer places on radio is emphasized by the high listening-indices recorded throughout the broadcast day—and night.

Where the FCC Fits

LAST WEEK the FCC announced what in effect is the first modification of the rigid "freeze" policy on station construction which was promulgated shortly after Pearl Harbor. While there have been alterations in the language of the freeze orders, the action of last week, resulting from WPB advices that certain broadcast equipment is or soon will be available, actually constitutes the first "thaw" in the solid freeze, even though it applies only to grants for standard stations which previously had been authorized conditionally.

Thus, this action must be accepted as a harbinger of events directly ahead. Both the FCC and the WPB deprecate undue optimism while the war is still on. But it is obvious that things are loosening up, even ever so lightly, and that the pace to reconversion is quickening daily.

The FCC is doing everything possible, with its limited staff, to prepare for the deluge of activity which will accompany elimination of war-time restrictions. It is seeking to clear its docket of pending cases and to complete the drafting of rules to cover final procedures on FM and television allocations as well as related services.

Today there are pending upwards of 700 applications for new stations—some 450 of them for FM outlets, another 120 for television and about 175 for new standard broadcast stations. To process these applications alone would indicate about 100 weeks of work for the present depleted staff of engineers, lawyers and accountants. These do not include applications for modification of standard stations.

Additionally, there are several hundred applications for all kinds of broadcast facilities in the hands of Washington attorneys and engineers, awaiting only the lifting of the freeze restrictions. If submitted now, they would go in the pending file. Thus, it's reasonably safe speculation that at least 1,000 applications for new station facilities will constitute the backlog awaiting processing.

Congress, or certain elements of it, may look with misgivings at the FCC, and the trend is toward further economies in operation of independent Government agencies. In the spheres of allocation and licensing, however, there's no question about the validity of the FCC's right to adequate personnel to perform its assigned functions.

The quicker applications are processed and facilities authorized, the speedier the employment of returning veterans, not only in the broadcasting pursuits per se, but in the related manufacturing, production, management and talent fields. The stations must be there first to start the sequence.

WE HEAR from the Army that relatively few stations are taking advantage of the invitation to send war correspondents to the Pacific Theater. Such correspondents are permitted 60 to 90 days in the Theater in which to interview fighting men from their own listening areas and otherwise cover the war. The Army assists in arranging the interviews and handles the transportation. No better means exists for bringing home to the people the impact of the Pacific War.

Our Respects To -

WILLIAM BISSETT WAY

WILL WAY struck oil at an International Petroleum Exposition, when, as manager, he sunk an exhibition drill. When he was managing the Exposition again in 1932 he struck oil again. This time it was in the form of an offer from W. G. Skelly, president of the Skelly Oil Co., and owner of KVOO Tulsa, telling him to "Go down to KVOO in the morning and see what you can do with it."

Now, when Will Way sees a tall steel tower, he thinks in terms of kilowatts instead of oil. KVOO was a parttime 5,000 watter when he took over as manager. It used to stop broadcasting about 3 p.m. "because nobody listened in the afternoon anyway." KVOO is now on 50,000 w, fulltime, and doing very well under the management and vice-presidency of the ex-oil man.

He was a member of the NAB presidential selection committee which named Justice Justin Miller.

He was born July 18, 1885 on a small farm outside New Brunswick, N. J. According to Will, he's come "a long Way", as his ancestors on both sides of his family came to America in the 1600's. When Will was five, the family moved to Allegheny, Pa. He sold papers and saw the Pittsburgh ball games through a knot hole of the Pirates ball park across the street from his home.

He sold papers all through grammar and high school, also worked in a drug store. Then he sold tea, and became a salesman for a wholesale grocery concern. That was the toughest winter he ever spent, he recalls, driving a team through snow banks six and eight feet high. After a time in a steel foundry, he joined the Ludlow Valve Mfg. Co. of Troy, N. Y., as salesman for waterworks equipment and oil well supplies. That lasted for 15 years, from 1905 to 1920, starting with $75 a month and ending up with his salary doubled. He was turned down for service in the last World War because of a heart murmur.

In 1920, through acquaintances made as salesman, he was elected secretary-treasurer of the Natural Gas Assn. of America, serving until 1928 when it was amalgamated with the American Gas Assn. In 1929 he was called to Tulsa to manage the International Petroleum Exposition—the largest industrial show in America. In 1932 when he was again manager of the Exposition, Mr. Skelly approached him with the offer to come to KVOO. Until then, he had never even seen a radio station.

He had been on the air, though, in 1922 when KDKA Pittsburgh was just getting

(Continued on page 46)

WESTON HO!

IN ONE WEEK, March 1 to March 7, Jane Weston, director of the WOWO "Home Forum," received 5170 letters . . *from 361 towns!* There was no special offer, mind you . . no inducement to write, except for the usual leaflet containing each day's recipes. Just the typical response to the smoothly clicking Forum, in a typical week.

It's no accident that Jane Weston should receive, in one week, more than 5000 letters. It is an accurate measure of her personal popularity . . and that of her helpful, entertaining, instructive program. Incidentally, the WOWO Modern Home Forum recently celebrated its eighth anniversary.

This resultful participation program is on the air, on WOWO, every day, Monday through Friday, at 1 P. M. Get convincing facts and attractive figures on the WOWO "Home Forum" from NBC Spot Sales.

WOWO
FORT WAYNE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KEX • KYW • KDKA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

The *Only* CBS Station Within a 110 mi. radius of Cedar Rapids

WMT only . . . and only WMT brings those good, good CBS programs to the 1,131,782* folks inside our 2.5 mv. line! This is the largest population reached by any station in Iowa. They get the best network shows at Iowa's best frequency — 600 KC with 5000 watts!

*(1940 census — imagine what it is now!)

Represented by
KATZ AGENCY

Respects

(*Continued from page 44*)

started. Will had been in a play given by the Fellows Club and KDKA picked up the show from the stage. He says that was the first stage play ever presented on the air. In that group were some of the later-known names of radio —Freddie Rogers, later program director of KDKA; Jim Thompson, who appeared on KDKA for many years; Ollie Riehl, subsequently program director of NBC Chicago; and Chauncey Parsons, who sang on the nets for a long while, later at KVOO, and who is now a lieutenant colonel in Europe.

Civic interest is one of the main features of KVOO under William Way's management. Or, as he puts it in one of a series of KVOO institutional ads, ". . . the *best possible law* is already within the reach of every broadcaster through better programming . . . a cooperative civic spirit and an earnest willingness to exceed the requirements of license obligations." He puts that thought into action throughout the program schedule of the station.

Not only does he believe in public service, but he becomes a part of it through membership in myriad civic clubs throughout the state, and he encourages and aids every member of the KVOO staff to do the same thing.

He is president of the Tulsa Safety Council, member of the board of directors of the National Safety Council, past president of the Tulsa Club, member of the board of directors of the Tulsa Chamber of Commerce, secretary-treasurer of the Tulsa State Fair Board, member of the board of directors of the NAB, general manager of the International Petroleum Exposition, and president of the American Indian Exposition. He is vitally interested in farming and 4-H Club activities.

He and his wife, Gertrude, own a ranch, where they go in for stock raising and farming. Bob Wills, a well-known Texas entertainer, now on the screen, a few years ago presented him with a blooded Palomino horse, that is one of his proudest possessions. Wills got his start on KVOO through Will Way.

As a manager, his staff considers him tops. "He has a wonderful faculty," an ex-KVOOer says, "for laying a problem on the table. He clarifies all the complications, then lets the others take over from there. And the staff really works as a unit under his direction."

But if you should look up Will Way at his station, don't expect to find him behind his desk. More than likely he'll be in his usual spot in the control room, puffing on a big black cigar, taking in every minute of the KVOO program on the air.

COMDR. TOWNSEND ON INACTIVE DUTY

COMDR. S. W. TOWNSEND, USNR, who for the past two years has served as communications and special devices officer for the Naval Training and Experimental Command, was returned to inactive status July 14. He expects to resume executive positions on WKST New Castle, Pa., which he owns outright, and on WARC, a new station in Rochester, N. Y., of which he is both president and treasurer.

Comdr. Townsend

Comdr. Townsend who has been in radio since 1925, has rounded out 20 years in the Naval Reserve, and has served as a Naval Reserve commanding officer for over 12 years. He was in charge of shore communications of the trial flights of the Akron, the Macon, the TC-13 and of the Akron, Ohio, flight of the Graf Zeppelin. From 1930 to 1941 he was officer in charge of training of communication reservists at the Naval Radio Station in Akron.

He reported for active duty on May 15, 1941, as Fourth Naval District Communications Officer of the Philadelphia Navy Yard. Early in 1943 he went to sea as Force Communication Officer in the North Atlantic. On May 12 of that year he reported to Lakehurst to assist in the organization of NATEC.

KLRA
Little Rock
Jackson Cookie Co.

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

U.P.'s PIONEER *Sports-Only* WIRE...

Racing's 2-million-dollar betting days of a year ago are now past 3 million and driving toward 4 . . . Major league baseball's pickup teams are drawing record crowds. Minor league baseball is set to start up again next year, add a dozen or more new leagues as soon as the Japs strike out. Pro football is expanding. Many college elevens will resume play this fall . . . Two, maybe 3, new hockey leagues are about to face off . . . More fights are scheduled for this summer than ever before. Mike Jacobs looks for a $7-million take when Louis meets Conn . . . The A.A.U. is preparing for its greatest track era, is planning for the Olympics . . . Ten million more bowlers, as many golfers, 18 million billiard players, 30 million hunters and fishermen will be in action after the fighting stops . . .

A blockbusting sports boom, the biggest the world has ever seen, is exploding.

United Press saw it coming, didn't wait for it to hit, but went right into action to cope with its coverage.

As long ago as September, 1944, U. P. set up a special wire to carry news of sports—and sports only—the first circuit of its kind in news history.

This special speedway for sports news, a transmission track clear of all other news, is now in operation 14 hours a day.

News executives throughout the country already have made U.P.'s pioneer sports-only wire part of their news service, and more every week, as the sports boom roars louder, are adding it—because it brings more sports news and faster sports news than any other circuit can.

IT PROVIDES—AT TOP SPEED:

More news of sports events of national interest.

More news of sports events of sectional interest.

More news of minor sports.

More news of participation sports: those which people play rather than watch.

More sports features, from a minimum of 51 to as many as over 70 a week.

More human interest stories, based on drama and personality.

UNITED PRESS

WINN

LOUISVILLE

Home of the *Kentucky Derby*

AMERICAN WINN BROADCASTING COMPANY

Represented by

BROADCAST SALES COMPANY
New York and Chicago

HOMER GRIFFITH COMPANY
Hollywood & San Francisco

★

HARRY McTIGUE
General Manager

MANAGEMENT

HENRY P. JOHNSTON, executive vice-president and managing director of WSGN Birmingham, has been elected first vice-president of Birmingham Aero Club. **EVELYN HICKS**, assistant manager of station, has been re-elected to board of directors of National Infantile Paralysis Foundation.

CAPT. E. M. WEBSTER, communications chief of U. S. Coast Guard, on leave as assistant chief engineer of FCC, last week was nominated by President Truman for promotion to commodore.

Capt. Webster

CHARLES L. HARRIS, general manager of WGRC Louisville, is in New York visiting Mutual station relations executives.

BOB HALL is new manager of KFFA Helena, Ark., succeeding **J. C. WARREN**, resigned, also former chief engineer.

W. R. PETERSON, office manager of the American Broadcasting Co. central division, has resigned effective Aug. 1. His duties for a time will be split between **FRANK J. COVENEY** and **FRED DICKENSON**.

New Station Granted For Jacksonville, N. C.

NEW local standard station at Jacksonville, N. C., on 1240 kc with 250 w unlimited time, was granted by the FCC last week to Jacksonville Broadcasting Co., equal partnership composed of Louis H. Howard and Ellis H. Howard, local retail clothing merchants and minor interest holders in WHIT New Bern, N. C.

Commission memorandum opinion and order finds the Onslow County Seat has increased in population from 873 to more than 7,500 persons in past five years and receives no primary service from any existing station. Near Jacksonville is Marine Corps training base, Camp Lejeune. Retail sales for county, largely agricultural, totaled $55,000,000 in 1943.

Applicant proposes local service to community as well as network service, FCC finds, and has on hand most of necessary equipment. Station would render primary nighttime service to 4,333 persons and daytime service to 1,821, exclusive of personnel stationed at camp.

Conditional grant is in accord with procedural requirements of FCC Jan. 26, 1944, and Jan. 16, 1945, policies.

Joins Law Firm

CHARLES V. SHANNON has resigned as general counsel of the Federal Power Commission to become a member of the Washington law firm, Wheat & May, communications attorneys. Firm, also with offices in San Francisco, will be known as Wheat, May & Shannon.

LT. (jg) **HELEN CHAMBERS**, USNWR, former editorial assistant in the Chicago office of BROADCASTING, was married June 30 in Los Angeles to Master Sgt. Francis Rice, USMC.

JOHN W. NEW, commercial manager of WTAR Norfolk, Va., has been elected a vice-president of Norfolk Lions Club.

ON VACATION: ED BORROFF, vice-president, American central division, left July 16 for three week vacation in upper Michigan.

J. HOWARD WORRALL, president of KGMB Honolulu and KHBC Hilo is in the United States in connection with overall station activities—his first visit in four years. He plans to return in early Sept.

Z. C. BARNES, Mutual vice-president in charge of sales, is due back in New York today (July 23) from Detroit.

PAUL A. PORTER (r) FCC Chairman, is interviewed on postwar future of radio by Barnet Nover, Washington Post columnist, on his F. W. Ziv Co. program "Washington Views and Interviews."

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, has been appointed to general publicity, special events and program committee for Los Angeles area War Chest drive.

DONALD BEELAR, resident partner in the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, has been promoted to a full colonel in Army Air Forces. In uniform for nearly three years, Col. Beelar is stationed at Bolling Field, Washington.

COMMERCIAL

E. WESLEY GEERER, formerly of the sales staff of the Jersey Journal, has been named sales development manager in American spot sales department, New York. He replaces Julian Boone who has joined CBS. **STUART MacHARRIE** has resigned from the spot sales staff of American and is replaced by **ROY HALL**, released from AAF. Before entering the service in 1942 Mr. Hall was Blue sales service manager.

FRANK KIZIS effective Aug. 1 joins national sales staff of Mutual headquarters in New York. He had been with CBS 12 years as salesman, last three years as international network service manager.

JULIA GWIN of the copy staff of WCHV Charlottesville, Va., has been named traffic manager.

BILL OGDEN, formerly with NBC New York, has joined North Central Broadcasting System to handle spot sales from New York office. NCBS has opened new offices in New York in Empire State Bldg.

GEORGE W. CLARK, former assistant manager of the New York sales office of WLW Cincinnati, Aug. 1 joins Chicago sales staff of Mutual.

LEO TYSON, former American western division director of program operations and more recently in sales research department, has resigned to establish his own talent management agency.

ARCH MORTON, sales manager of KNX Hollywood, is currently in Chicago and returns to Hollywood via Pacific Northwest.

REG BEACH, commercial manager of CJGX Yorkton, Sask., and **SHIRLEY CHIVERS** of commercial department of CKY Winnipeg have been married.

REN GRAHAM of the sales department of CKRM Regina is the father of a boy.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

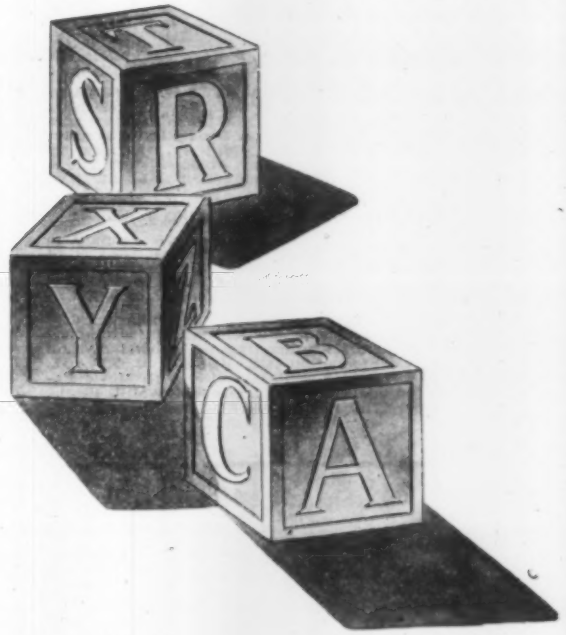
●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station



THESE
20
W S M
YEARS

WSM'S BASIC ENGLISH

A visitor from afar supplied us with the words that seem to sum up most aptly the reason WSM is such a power in an area occupied by five million intensely human beings: "Simple" . . . "Genuine" . . . "Friendly" . . . "Wholesome" . . . "Guileless sentiment" . . . "Heart interest". We thank the distinguished Justice for isolating them for us.

WSM

NASHVILLE THE STATION THAT **CAPITALIZES THE SIMPLE EMOTIONS**

FOR THE BENEFIT OF A COMPLEX WORLD

HARRY STONE. *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

PRODUCTION

WILLIAM O. ALDRIDGE, program director of WSAZ Huntington, W. Va., for two years, joins WHAS Louisville as writer and producer. Successor at WSAZ is **BERTON SONIS**, for two years production manager at WCHS Charleston, W. Va.

TOM HELM, formerly with WDLP Panama City, Fla., is new member of announcing staff of WSGN Birmingham. **VICTOR BATSON**, former announcer with WJRD Tuscaloosa, joins WSGN after 1½ years in Army.

RALPH LANGLEY has joined KECA Hollywood as summer relief announcer.

FRANK RITTENBERG, sound technician of KNX Hollywood, is the father of 7 lb. twin girls born July 6.

FLORENCE SMITH, traffic supervisor of WFIL Philadelphia, has been promoted to assistant to program director. **HELEN FLETT**, formerly of KYW Philadelphia, takes over traffic post. **MARY JANE SWART** has resigned from program department.

SGT. CLIF HOWELL, former CBS Hollywood producer now with AAF, currently is assigned to "Hello Mom", "Wings Over the Nation", "Twentieth Air Force Time" on MBS stations.

GILBERT THOMAS, writer-producer of KQW San Francisco, has shifted to KFI Los Angeles.

MARION KAROL, CBS western division commercial editor, after six-week leave of absence, has returned to her network duties and revealed recent marriage to Abner Schultz.

NORMAN ROGERS, writer-producer-commentator of Smith, Bull & McCreery Adv., Hollywood, has been appointed program director of KPAS Pasadena.

RUBY GLENN and **RUSS BONASSO**, new to radio, have been added to announcing staff of WBLK Clarksburg, W. Va.

BOB PETERS, announcer at WFAS White Plains, is the father of a boy born July 14.

DON McNAMARA, program manager of WFI Los Angeles, is the father of a boy born July 16.

MERRILL MAEL, former announcer of KOMO and KJR Seattle, has joined KSFO San Francisco.

BILL DAVIDSON, chief producer of KECA Hollywood, has been named program manager. **ROLLO HUNTER**, writer-producer, has assumed Mr. Davidson's former duties.

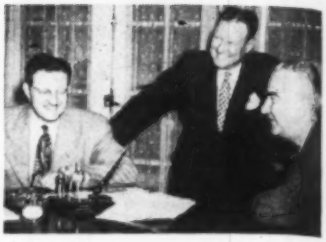
DICK SWIFT, program director of WABC, CBS New York station, is the father of a boy born July 17.

DOROTHY MATHEWS and **HOWARD CORDEREY** have joined the television department of NBC. Miss Mathews, wife of scenario writer Donald Davis, is script reader and Mr. Corderey, who formerly directed his own summer stock shows in Maine, is production assistant.

LEONA KNIGHT is new member of continuity staff of WSPD Toledo.

MILLIE JONES, executive secretary to **FRANK V. WEBB**, general manager of WGL Ft. Wayne, Ind., is now with continuity staff. **MARY ANN HERBER** is also new addition to that staff.

FRED KILIAN, former member of CBS Chicago production staff, shifts to American Broadcasting Co. central division production staff. **ROBERT M. SAVAGE**, former editorial writer with Movie Radio Guide and lately with WMBD Peoria, Ill., has joined American central division continuity staff.



GEORGE LEE MARKS (l), new prod. mgr. of KTSA San Antonio, has first conference with George Johnson (r), gen. mgr., and Rex Pries, comm. mgr.

BROOKS READ, formerly with WJBO Baton Rouge, La., is now announcing for WMPS Memphis. **EARL BRADSHER Jr.** joins WMPS staff as junior announcer.

DANIEL FERRIS, announcer, from WHKC Columbus, O., to KYW Philadelphia.

JOE PENBERTHY, announcer of WJR Detroit, on July 7 married Dorothy Oehmke, soprano, formerly with Cincinnati Civic Opera.

ERVIN VICTOR, former announcer at WJJD Chicago and for three years freelance announcer on the West Coast, has returned to WJJD to conduct daily 4-7 a.m. "Breakfast Frolic."

LT. WILLIAM ERWIN, former script writer for the Edgar Bergen show, has been assigned to Washington headquarters of the AAF Office of Radio Production.

ELSIE LOUISE SMITH of Don Lee Broadcasting System, Hollywood, station relations department, has resigned and was married to Lt. Merton K. Matthewson in Los Angeles July 14. **SYLVIA TOWNRICH** of network's program department, has taken over Mrs. Matthewson's former duties.

HARVEY TWYMAN, USCGR radio correspondent and formerly with KOWH and KOIL Omaha, has been awarded the Purple Heart for wounds received at Iwo Jima.

MARTIE HUBBELL has been placed in charge of American Hollywood music rights department, replacing **MARJORIE SCOTT**, resigned.

PIERRE ANDRE, American Chicago announcer, shifts to network's Hollywood studios Aug. 15.

JANICE SWAN, writer, shifts from KPO San Francisco to KIRO Seattle.

MARSHALL SMALL, released from AAF as lieutenant, has returned to KUTA Salt Lake City as announcer. He served as B-24 pilot in ETO and awards include Distinguished Flying Cross and Air Medal.

ED VIEHMAN, announcer at WCCO Minneapolis, is the father of a boy.

TRAVERS BAYLEY, formerly with WEAU Eau Claire, Wis., and **JACK STANLEY**, have joined announcing staff of WCCO Minneapolis.

ENS. KEVIN SWEENEY, USNR, former assistant to American western division vice-president as well as sales promotion manager, currently writes and produces "Wings of the Navy" on KBIZ Ottumwa, Ia.

Fruit-Vegetable Crop Record Set
McAllen, Tex., June 30 (Special).—The Lower Rio Grande Valley's 1944-45 vegetable and citrus crop was a record smasher according to unofficial totals compiled at the end of last week which showed that shipments have reached 65,718.63 carloads during the season. Southern Pacific and Missouri Pacific Railroad offices in Harlingen reported 16 carloads of tomatoes and six of green corn leaving the valley during the week of June 16 through 22. The last load of corn moved last Tuesday. Tomato loadings totaled 9,649 carloads during the spring season, according to the U. S. Market News Service and railroad reports. Green corn loadings reached 1,325 carloads and watermelons 146. One carload of spring peppers was shipped after June 1, and one carload of lemons has left the valley this summer.
This year's shipments exceeded those for the 1943-1944 season by approximately 16 per cent with citrus providing most of the increase. Spring tomato shipments made approximately the same gain over last year's figures of 6,288 carloads.
Lone Firm Failure.
June 30 (Special)—cial failure was re-as during May to the Texas Bureau of Liability in-2,000. cial fail-last

Reprint from
DALLAS TIMES HERALD

Another Reason Why KRGV Can Offer You a $165,000,000 Market . . .

It's the kind of income that puts cash in circulation down in the Lower Rio Grande Valley. The income per capita is over $650.00, totalling 165 million dollars *effective buying income* in KRGV's primary area. And this is a PERMANENT MARKET—a KRGV dominated market.

AFFILIATED WITH N.B.C.
MEMBER OF LONE STAR CHAIN
VOICE OF ONE OF THE RICHEST PERMANENT MARKETS IN AMERICA

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

SERVING THE "CITY WITH A MAIN STREET 65 MILES LONG

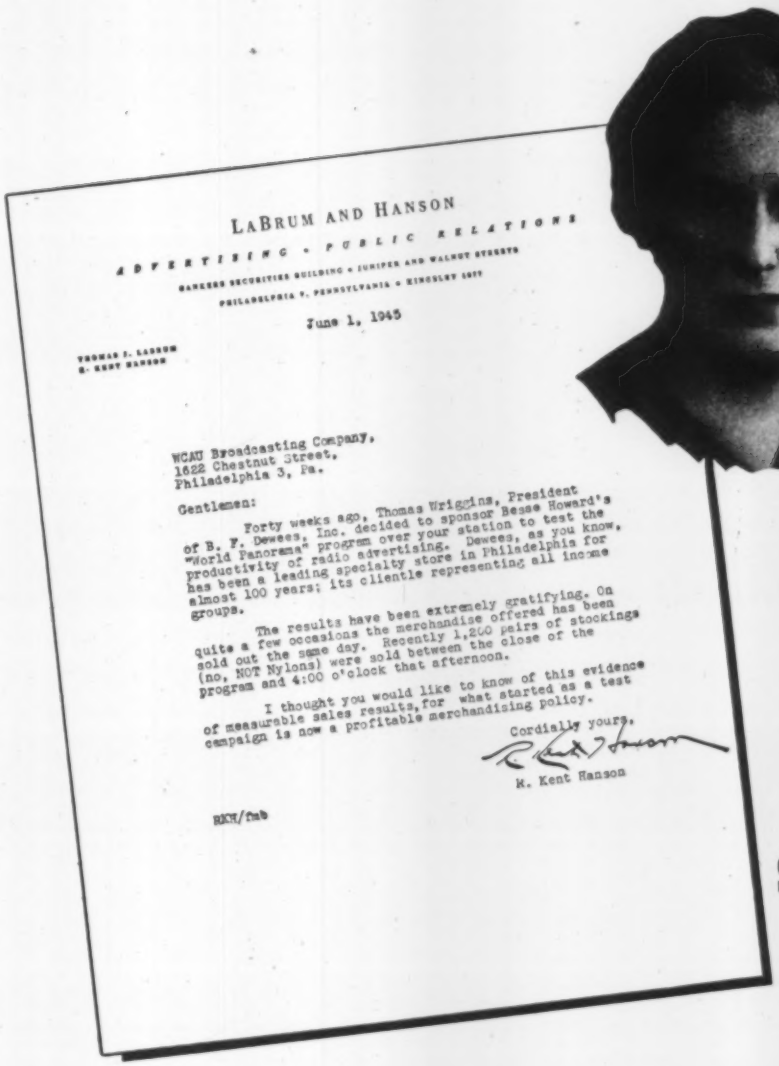
WHO

is "Listened-To Most" in 79 of Iowa's 99 Counties!

(in 80 counties, nighttime)

50,000 Watts · Des Moines

Free & Peters, Representatives



LABRUM AND HANSON

ADVERTISING • PUBLIC RELATIONS

BANKERS SECURITIES BUILDING • JUNIPER AND WALNUT STREETS

PHILADELPHIA 7, PENNSYLVANIA • KINGSLEY 6877

June 1, 1945

THOMAS F. LABRUM
H. KENT HANSON

WCAU Broadcasting Company,
1622 Chestnut Street,
Philadelphia 3, Pa.

Gentlemen:

Forty weeks ago, Thomas Wriggins, President of B. F. Dewees, Inc. decided to sponsor Besse Howard's "World Panorama" program over your station to test the productivity of radio advertising. Dewees, as you know, has been a leading specialty store in Philadelphia for almost 100 years; its clientle representing all income groups.

The results have been extremely gratifying. On quite a few occasions the merchandise offered has been sold out the same day. Recently 1,200 pairs of stockings (no, NOT Nylons) were sold between the close of the program and 4:00 o'clock that afternoon.

I thought you would like to know of this evidence of measurable sales results, for what started as a test campaign is now a profitable merchandising policy.

Cordially yours,

H. Kent Hanson

HKH/fmb

***BESSE HOWARD** interprets World Affairs with the authority . . . and the listenable personal angle . . . gleaned in her lifetime of world travel.*

Another WCAU SALESUCCESS *Story*

Besse Howard's "World Panorama" is broadcast 9:45-10 A. M. Monday through Friday, opposite a popular network show. Proof again that *in Philadelphia* it's WCAU for listener response.

COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

KANSAS CITY IS A K O Z Y MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager*

ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

News

EDWARD TOMLINSON, author, commentator and associate editor of Collier's magazine, returns to NBC staff July 25 as inter-American advisor and commentator. Shortly after assuming new NBC post, he leaves for a 16,000-mile plane trip through Latin America with **WILLIAM F. BROOKS,** NBC director of news and special events. Though he will be traveling extensively through the southern republics, Mr. Tomlinson will maintain headquarters in Washington.

ABE SCHECHTER, news and special events director of Mutual, flew to San Francisco last week to plan for strengthening of South Pacific news coverage. At San Francisco he studied availability of new equipment for Mutual reporters in that area.

MAJ. DAVE McNUTT, formerly of the KPO-NBC San Francisco press staff, is in Manila as radio director for the Far Eastern Air Forces under General Kenny.

GUTHRIE JANSSEN, NBC war correspondent, has left for Guam on a trip to study new bombing techniques at fields in China, England, Germany and the U. S.

WILLIAM WINTER has joined WOL Washington as foreign correspondent and plans to leave immediately for CBI.

PAT FLAHERTY, NBC war correspondent in Pacific theater, currently is in San Francisco after 18 months in Philippine sector. He has been made honorary member of 38th Division for covering operations of Army unit on Luzon. **ARMANDO ZEGRI,** network special correspondent, has been awarded citation for bravery by Maj. Gen. J. M. Swing for his part in parachute troop landing operations on Aparri, Luzon.

HARLAND FREDERICKS, formerly of KMTR Los Angeles, has joined KSFO San Francisco as news commentator.

MAJ. KNOX MANNING, on inactive duty after three years service with AAF, has returned to CBS Hollywood as newscaster.

TOM O'CONNOR, formerly of PM, New York, has joined WCBW New York, video station, as newscaster and writer. He is to televise a newscast every Thursday.

AMERICAN network's London office has set up election coverage headquarters in the Reuters Bldg., Fleet St.

MARIE WATHEN, fomerly with AP and UP, is in charge of the now fulltime newsroom of WMPS Memphis.

Allied Arts

MARK GOODSON, former radio director of the New York War Finance Committee, has joined Mildred Fenton Productions, New York, as program supervisor.

JOHN GIESEN, associate director of advertising for Boston Record American, has been appointed director of new retail division of Bureau of Advertising, American Newspaper Publishers Assn., effective Aug. 6. Executive division of ANPA now includes **GORDON GRANT,** research director, and **MARY ELIZABETH LASHER,** publicity director.

STEWART-WARNER Corp., Chicago, has appointed Southern Minnesota Supply Co., Mankato, Minn., as distributor for postwar radios. Territory includes Mankato and Rochester, Minn., and Eau Claire, Wis.

WEEKLY publication, "Radio-Tele News", for actors, producers, agencies, etc., made its appearance July 17. Publisher is Peter Strand, formerly on the production staff of WNEW New York and previously editor of "Radio Cues". Publication office is 301 W. 57 St., New York.

VICTOR QUAN, former production manager of C. P. MacGregor Co., Hollywood transcription producer and now attached to AFRS, has been promoted to major.

Renews Tele

FIRESTONE TIRE & RUBBER Co., Akron, has renewed weekly quarter-hour *Voice of Firestone Televues* on WNBT, NBC New York television station, for another 52 weeks. Firestone started series on NBC in Sept. 1943. Firestone agency is Sweeney & James Co., Cleveland.

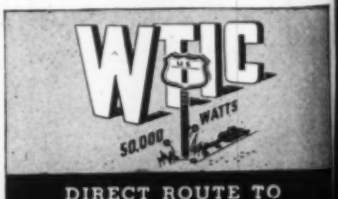
Miss Hildred Saunders
Mitchell-Faust
Chicago, Illinois

Dear Hildy:
What do you know that's new? Nothing new around here! Just the old steady normal pace. Of course, the auditorium downstairs is filled with teenagers every night, business is plenty good, Summer has steadied down to a soft sizzle . . . but there's nothing really new — except the kitty. A little bundle of fleas and fur wandered into the studio last week and oh, the fuss everyone made about her. Everyone vies for top attention . . . Dave Fulton's running a contest on his morning show to find a name for her. (A bond to the winner), but between you and me, Hildy, I think she likes me best. Nights when I'm sweeping around, she rubs against my leg and purrs even louder than she does into a mike for Dave. Otherwise, as I say, nothing new. What's new in the windy city?

Yrs.,
Algy

WCHS
Charleston, W. Va.

In Southern New England People are in the Habit of Listening to WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

time
for
glamour
Adrienne Ames
New York's most alluring reporter
and former movie star. Listened to by the Gotham public for her delightful and sparkling interviews of top-flight celebrities—she is the envy of gossip columnists because of her intimate knowledge of behind-scenes Hollywood life. Buoyant and vivacious, Miss Ames combines a keen understanding of New York's fabulous main-stem and the cinema capitol, with a warm and magnetic personality.
Sales facts have proved it's smart to select a program with a "name star". Miss Ames' program not only possesses the pulling power of fame, but it's a fresh, authentic, fast moving and well paced quarter hour, designed to bring results.
Picture this plus-appeal program beamed nightly via WHN's 50,000 watts to fifteen and a half million people, (Primary Coverage) in the Nation's No. 1. Market.
Call or Wire Today!
WHN
1050
NEW YORK
Represented by
RAMBEAU
Metro
Goldwyn
Mayer—
Loew's
Affiliate

WHO SAYS INFLATION?

All day long

W-I-N-D

delivers

79%

MORE AUDIENCE PER DOLLAR

NOW IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

24 HOUR NEWS SERVICE
AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

ROBERT TEMPLE, account executive, has been named vice-president of Raymond R. Morgan Co., Hollywood agency. **R. E. (JOE) MESSER** is general manager.

ART DALY, Hollywood representative of H. W. Kaster & Sons Adv. Agency servicing NBC "Rudy Vallee Show", has resigned to freelance as writer and director.

THELMA BERESIN, formerly with publications department of the RCA-Victor division, Camden, N. J., has joined Gray & Rogers, Philadelphia, as head of public relations department. **ROBERT W. GRAHAM**, member of agency board of directors, has been named associate copy director.

JOHN BARNARD, South African commercial economist and marketing specialist to the South African Morning Newspaper Group, is visiting this country on goodwill mission to advertising agencies and export clients. He plans to remain until September.

EVERETT C. BRADLEY, former account executive of Pedlar & Ryan and Compton Adv., has been named account executive of Dancer-Fitzgerald-Sample, Chicago, to handle one of Procter & Gamble products.

CORP. ALBERT E. LEWIN, former script writer for J. Walter Thompson Co., Hollywood, is now writer-producer for the Paris station of the American Forces Network. He was with the 63d Infantry Division before joining AFN and holds the Bronze Star Medal.

C. R. LASH, former president of Illinois Assn. of Vocational Agriculture Teachers, has joined Needham, Louis & Borby, Chicago, as adviser on agricultural accounts.

ARTHUR A. KOHN, one-time head of his own agency and former account executive of Stack-Goble, has joined Goldman & Gross, Chicago, as radio director and account executive.

HARRY ACKERMAN, vice-president in charge of radio of Young & Rubicam, New York, has adopted a 3½-month-old baby girl.

F. K. BEIRN, formerly with Grant Adv. in charge of operations in New York and Detroit, has rejoined Dancer-Fitzgerald-Sample, New York, as account executive.

RAYMOND C. BAKER, executive vice-president of Mutual Fire Insurance Assn., Boston, has joined N. W. Ayer & Son public relations department in New York.

LYNN B. CLARK, formerly of the Caples Co., has been appointed to executive staff of Atherton & Currier, New York.

JACK T. McCABE, civilian advisory engineer to Navy, has joined Ross Roy Inc., Detroit, as technical writer.

E. M. BRESETT, formerly with Russel M. Seeds Co., New York, has joined Duane Jones Co., New York, as account executive.

HOLDER, MORROW, COLLIER Inc., Chicago, has been elected to membership in the Advertising Federation of America.

CHARLES W. KUCKER, formerly of Lorenzen & Thompson advertising agency, is now a vice-president of Criterion Adv. Co., associated with sales staff of Chicago office.

RALPH L. POWER Adv., Los Angeles, shifts to new quarters in I. N. Van Nuys Bldg., effective Aug. 1. New telephone will be Madison 4221.

FLT. LT. CHARLIE HUTCHINGS, formerly of Cockfield Brown & Co., Toronto, is now in Canada from overseas and is to be radio liaison officer with RCAF in Pacific operations.

FLT. LT. WARREN H. WILKES, formerly of Tandy Adv., Toronto, is RCAF radio liaison officer in continental Europe, covering from Italy to Denmark.

TECHNICAL

M. C. McKENNEY, formerly with KOTN Pine Bluff, is new chief engineer of KFFA Helena, Ark.

HARRY PRUE has returned to technical staff of WSPD Toledo following release from the Navy.

JIM SINNING is new member of engineering staff of WMRN Marion, O.

SGT. ABE ROBYN, one-time CBS Hollywood engineer, is now with AAF staff, Los Angeles, having returned from European theater.

ARNARLD SARTAIN, formerly with Radio Intelligence Division of FCC, is new member of engineering staff of WSGN Birmingham.

BERNARD S. SPECTOR, released from service, has joined engineering staff of WFIL Philadelphia.

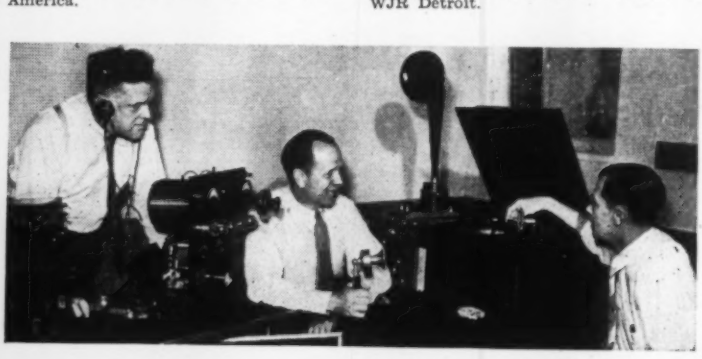
F. F. SYLVESTER, former technical director and general sales manager of Lewyt Corp., has joined Reeves-Ely Labs. (crystals, radar, transformers etc.) as technical director in charge of research and engineering.

BILL HINDE, formerly of KSOO Sioux Falls, to technical staff of KOTA Rapid City, S. D.

SIDNEY E. JOHNSON, Atlanta, has been named southern regional manager in sales department of manufacturing division of Crosley Corp., succeeding **SYD D. CAMPER**, now distributor for Crosley in Jackson, Miss.

FRED SWINEHART, formerly of AAF, is new control engineer at KYW Philadelphia succeeding **PAUL DOUGHERTY**, also formerly of AAF, who resigns to enter U. of Pennsylvania under GI Bill of Rights.

RAY SCHAUB, formerly of WXYZ Detroit and for two years flight test radio operation of B-24's at Ford Willow Run plant, is now on engineering staff of WJR Detroit.



TRYING out antique equipment preserved from early days of broadcasting as they prepare for WWJ Detroit's 25th birthday Aug. 20 are (l to r): engineer Ed Boyes, chief engineer Herbert Tank and asst. chief engineer and shortwave editor of the *Detroit News*, A. B. Allen

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923 . . . . .

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Hey!

KABC in San Antonio is Going 50,000 Watts - on 680!

In the near future KABC, in San Antonio, will take its place among the most powerful radio stations in the United States!

A giant transmitter is nearing completion which will give KABC a strength of 50,000 watts, daytime, and 10,000 watts, night—on 680 kilocycles. This increased power is being achieved without drawing on any critical wartime materials.

More than 70 counties in South Texas — with a population in excess of 2,000,000 — will be included in KABC's new daytime primary coverage area.

Ask Weed & Company about the attractive rates at which orders are now being booked to enable advertisers to tap this big and prosperous market, once KABC goes on the air with 50,000 watts.

Represented Nationally by
WEED & COMPANY

Kabc
SAN ANTONIO
The American Broadcasting Co.

The Fastest Growing Radio Station in ~~San Antonio~~ Texas

. . . loud enough for the Roman Circus

Traceable directly to the pipes of Pan, the first real organ was built by an Alexandrian engineer in the third century B.C. The pipes of this early organ were supplied with air by a crude piston-type compressor driven by water. The Romans became very fond of the instrument when it was discovered that its volume overcame the clamor of the circus, much the same as the calliope does today.

Pippin's plumbing

Byzantium became the organ building capital of the early Middle Ages. It was here that the first wholly pneumatic organ was constructed. The first known organ made with lead pipes was sent from this organ center to King Pippin the Short of England, in 757 A.D.

In 812, Charlemagne received an organ as a gift, and his workmen, watching the Greek experts sent to erect the organ, themselves learned the art of organ building, thus bringing it to the West.

All stops are out

In the 13th century, finger levers were first used to play the organ, and 100 years later the pedal keyboard was invented. By the 17th century stops were added to produce the effect of various wind instruments, and multiple keyboards were being used.

The development of the pneumatic lever organ in 1832 started competition for the world's largest organ —a title currently held by an American instrument constructed in 1932, using 32,882 pipes, 1,233 stops and seven manual keyboards!

The modern pipe organ, combining the voices of many instruments, offers a difficult transcription problem. This problem has best been solved by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

SPONSORS

GALLO WINE Co., Modesto, Cal., has appointed Advertising & Sales Council, Los Angeles, to handle advertising and in September starts extensive radio campaign in 29 key markets using programs, participations and spot announcements.

LA FLOREAL PERFUME Co., Los Angeles, new to radio, has appointed Advertising & Sales Council, Los Angeles, to handle advertising and currently is using station break announcement schedule on WFIL Philadelphia. Other stations will be added.

BEECH-NUT PACKING Co., Canojaharie, N. Y. (gum), on July 3 started twice-weekly station breaks on KNX Hollywood. Contract is for 26 weeks. Agency is Newell-Emmett Co., New York.

CANADA DRY GINGER ALE Inc., New York, has started five-weekly quarter-hour newscasts with Tony Morse on KGO San Francisco. Agency is J. M. Mathes Inc., New York.

BONNE BELL COSMETICS Inc., Cleveland, to introduce Plus Thirty Cream in Philadelphia, is sponsoring two participations weekly on Anice Ives' program on WFIL Philadelphia, placing for 13 weeks thru Abbott Kimball Co., New York.

BURNS & Co., Regina (meat packers), has started twice weekly "Modern Romances" transcribed program on CFPA Port Arthur, Ont. Account was placed direct.

PURPLE BLADE Corp., San Francisco (razor blades), Sept. 1 starts Fresno wrestling match sportscast stories on KTKC Visalia, Cal. Garfield & Guild Adv., San Francisco, has account.

NORTHRUP KING & Co., Berkeley, Cal. (farm seeds), increasing California coverage, has started schedule of newscasts and participation programs on KCRA Sacramento, KGDM Stockton, KTKC Visalia, KXO El Centro. Agency is Garfield & Guild Adv., San Francisco.

GRAVEM-INGLIS BAKING Co., Stockton, Cal., has started local cut-ins on American series "Charlie Chan" on KWG Stockton, five weekly. Placement is thru Garfield & Guild Adv., San Francisco.

CHEVROLET DEALERS of Northern California, San Francisco, on July 16 started for 26 weeks "Arthur Prinn and the News" on nine northern California Don Lee stations, Monday thru Friday, 2-2:15 p.m. (PWT). Agency is Campbell-Ewald Co., San Francisco.

PEP BOYS of California, Los Angeles (auto accessories), adding to southern California schedule on July 16 started for 52 weeks daily early morning recorded "Platter Party" on KFI Los Angeles. Concern also uses heavy schedule of day and night quarter-hour newscasts on KFI KECA KFXM KFOX. Agency is Milton Weinberg Adv., Los Angeles.

ON STAGE following premiere of American coast-to-coast show "Sunday on the N-K Ranch" are stars and sponsors (l to r) Curt Massey, singer; H. C. Doss, Nash Motors v-p in charge of sales; Harry Sosnik, orchestra leader; Carol Bruce, singer; Henry Hempstead, Geyer, Cornell & Newell v-p; Norman F. Lawler, Nash adv. mgr.; Charles Coward, Kelvinator adv. mgr.; B. B. Geyer, agency pres.; Robert Tuttle, agency v-p. Program is broadcast on American network in Sunday 4:30-5 p.m. spot.

MYSTIC FOAM Co., Los Angeles (upholstery cleaner), on July 21 started quarter-hour Saturday night newscast by Bob Anderson on KNX Hollywood. Contract is for 52 weeks. Other radio is contemplated. Agency is Glasser-Gailey & Co., Los Angeles.

MARITIME MILLING Co., Buffalo, N. Y. (Hunt Club Dog Food), has placed five announcements weekly for 13 weeks on WFIL Philadelphia thru Bowers & Strachan, Buffalo.

MARLIN FIREARMS Co., New Haven (razor blades), July 3 started twice-weekly participation in "Sunrise Salute" on KNX Hollywood. Contract for 26 weeks placed thru Craven & Hedrick, New York.

BALALAIKA, San Francisco (Russian restaurant), has started weekly quarter-hour musical program on KGO San Francisco.

AMERICAN Kitchen Products, Ozone Park, N. Y. (Noxon Polish), is sponsoring three participations weekly in Ruth Welles program on KYW Philadelphia. Contract for 26 weeks placed by Duane Jones Co., New York.

FOREST LAWN LIFE INSURANCE Co., Glendale, Cal., has started "Easy Aces" transcribed Sunday thru Wednesday on KGO San Francisco. Account placed by Dan B. Miller Agency, Los Angeles.

M. LOUIS PRODUCTS Co., New York (Eggnog Shampoo), has started "Casa Cugat" transcribed thrice-weekly on KGO San Francisco. Agency is Hirshon Garfield Inc., New York.

EAGLE OIL & REFINERY Co., Los Angeles (Golden Eagle gasoline), out of radio for past few years, July 21 started weekly quarter-hour newscast on KFI Los Angeles. Contract is for 52 weeks. Fall radio campaign is contemplated. Advertisers Production Agency, Los Angeles, has account.

BULLOCK'S, Los Angeles (department store), to promote cosmetics on July 25 starts weekly quarter-hour transcribed musical program on KFI Los Angeles. Contract is for 26 weeks. Dana Jones Co., Los Angeles, has account.

CRACKER JACK Co., Chicago, on Aug. 2 starts weekly quarter-hour newscast on KFI Los Angeles. Contract for 52 weeks placed thru Rogers & Smith Adv., Chicago.

LONGINES-WITTNAUER WATCH Co., New York (watches), on Sept. 10 starts thrice-weekly half-hour program of transcribed classical music on KNX Hollywood. Contract is for 39 weeks. Agency is Arthur Rosenberg Inc., New York.

TRIANGLE PUBLICATIONS, New York, publisher of Racing Form and the Morning Telegraph, July 17 started Don Dunphy's quarter-hour racing commentaries six weekly on WHN New York.

KAY PREPARATIONS, New York, July 22 starts Musical Beauty Box on WOR New York, Sun. 11:15-11:30 a.m. to promote Formula 301. Agency is Irving Rosen Adv., New York.

HIGGINS INDUSTRIES, New Orleans, has appointed McCann-Erickson, New York, to handle advertising. Account will be serviced jointly with Bauerlein Adv., New Orleans.

E. R. SQUIBB & Sons, New York, has named Grant Adv., New York, as agency.

MALCOLM D. HAVEN, recently a major in the Army, has been appointed manager of the newly formed Preserve Industry Council, to handle advertising and promotion campaign for commercial jams, jellies and other forms of preserves. Campaign is expected to extend over two years and cost half-million dollars. Plans include the use of all

(*Continued on page 58*)

When You Think of
SELLING
in the rich, populous
"Valley of Paradise"
think of
KPRO
the valley's No. 1 Salesman

Fine Shows of the American Broadcasting Co.
+
A schedule of strong Local Programs
+
Aggressive Promotion
=
Top Audience

Those Who Know Use
KPRO
1000 Watts
American Broadcasting Co.
Studios in Riverside and San Bernardino, California

over and above all . . .

Model S-37 . . . The highest frequency range of any continuous tuning commercial type receiver.

For very high frequency work . . .

Hallicrafters S-37 stands over and above all. Providing both AM and FM reception on all frequencies from 130 to 210 Mc., it covers a higher range than is available in any other commercially built receiver. The development is typical of the ingenuity and resourcefulness that Hallicrafters bring to the ever-new problems in electronics and communications. Forward looking technicians in these fields must look to Hallicrafters for instruments that will chart the new directions.

COPYRIGHT 1945 THE HALLICRAFTERS CO.

Buy a War *Bond Today!*

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U. S. A.

SPONSORS

(*Continued from page 56*)

media. Chairman of promotion group for industry is Richard Glaser, president of Glaser-Crandell Co., Chicago.

BENCONE UNIFORMS, New York (Army nurses uniforms), has named Seidel Adv., New York, to handle account.

DR. J. O. LAMBERT Ltd., Montreal (proprietary) starts in October another Sunday series of "Memoirs of Dr. Lambert" on number of Canadian stations. Agency is J. E. Huot Ltd., Montreal.

PEOPLE'S CREDIT CLOTHIERS Ltd., Toronto (chain stores), has started spot announcements six weekly on number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

PROCTER & GAMBLE Co., Toronto (Ivory Flakes), has started thrice weekly quarter-hour musical programs on CKEY Toronto. Agency is Compton Adv., New York.

COMMERCIAL ALCOHOLS Ltd., Toronto (anti-freeze), starts early in October series of five-minute transcriptions five-weekly on number of Canadian stations. Agency is McConnell Eastman & Co., Toronto.

KENU PRODUCTS Co., Los Angeles (Kenu, household washing & cleaning powder), adding to western campaign on Aug. 2 starts twice-weekly, five-minute Buddy Twiss, personality chatter series, on 15 Pacific Coast and Arizona American stations. Firm on Aug. 7 starts daily one-minute spots on KXL Portland. Current schedule also includes weekly commentary with Dr. Wallace Sterling on CBS Pacific Coast stations; twice-weekly Ed Jorgenson—Commentator, on KECA Hollywood; thrice-weekly five-minute newscasts on Arizona network. Little & Co., Los Angeles, has account.

BROOKS Inc., Los Angeles (chain clothiers), increasing southern California radio, has started thrice-weekly local cut-in on NBC "Kaltenborn Edits the News" on KFI Los Angeles. Contract for 35 weeks placed thru Hillman-Shane-Breyer, Los Angeles.

ANDREW JERGENS Co., Cincinnati (Woodbury's soap), on July 4 started thrice-weekly quarter-hour participation in "Al Jarvis' Make Believe Ballroom" on KFWB Hollywood. Contract is for 26 weeks. Agency is Lennen & Mitchell, New York.

DIBBLE COAL Co., Toronto, has started thrice-weekly transcribed quarter-hour on CJBC Toronto. Agency is Frontenac Broadcasting, Toronto.

Morris Replaces

SERIES of *William and Mary* sketches with Barry Wood as m. c. is slated to replace NBC *Ginny Simms Show*, NBC Tuesday 8-8:30 p.m. sponsored by Philip Morris Co., New York, (Philip Morris cigarettes) early in September. Sketches will feature Cornelia Otis Skinner and Roland Young, with Ray Block orchestra. Agency is Biow Co., New York.

THE KNOX Co., Hollywood (Cystex), on July 15 started sponsoring weekly quarter-hour "Time for Crime" on Mutual-Don Lee stations, Sunday, 4:30-4:45 p.m. (EWT). Raymond R. Morgan Co., Hollywood, services account.

GRANVILLE'S, San Francisco (jewelers), has started half-hour "Happy Valley Barn Dance" three-weekly on KFRC San Francisco. Contract is for 52 weeks. Agency is Kelso Norman Adv., San Francisco.

ALBERT S. SAMUELS Co., San Francisco (jewelers), July 21 started weekly "What Do You Think?" on KGO San Francisco, 8-8:45 p.m. (PWT). Frederick Seid, San Francisco, is agency.

ELECTRIC AUTO-LITE Co., Toronto (batteries), has expanded network show "Everything for the Boys" to prairie regions, adding 10 CBC Dominion network stations. Agency is Ruthrauff & Ryan, Toronto.

KELLOGG Co. of Canada, London, Ont. (Kellogg's All-Wheat), has started new five-weekly French program on CKAC Montreal, featuring stories of strange lands, peoples and adventures. Agency is J. Walter Thompson Co., Toronto.

UNIVERSAL ENTERPRISES, Los Angeles (Standard Brands paint), adding to local station schedule, on July 17 starts weekly five-minute recorded "Musical Roundup" on KFI Los Angeles. Contract for 27 weeks placed thru Adolphe Wenland Adv., Los Angeles.

HERMAN BASCH Co., New York (Hammer brand Persian Lamb), on July 30 starts sponsorship of quarter-hour transcribed "Two in Love", featuring two opera stars, Thomas Hayward and Doris Daree, on 20 stations in metropolitan area. Contract for 13 weeks placed thru Kelley-Nason, New York.

NELSON Bros., Chicago, is sponsoring on WBBM Chicago, "Welcome Home", Sunday 10:45-11 p.m. program of interviews with servicemen as they leave separation center at Ft. Sheridan, Ill. Agency is George H. Hartman Co., Chicago. Gibson Greeting Card Co., thru Christianson Adv., Chicago, has signed for 26 weeks Monday thru Saturday participation on "Sunrise Salute" and "Housewives Protective League", effective Aug. 6. G. Barr & Co. (Balm Barr), starting Aug. 27 for 13 weeks will sponsor Two-Ton Baker song and music program Monday thru Friday. Agency is Arthur Meyerhoff & Co., Chicago.

Anchor Hocking Shift

ANCHOR HOCKING GLASS Corp., Lancaster, O., Aug. 30 drops the *Corliss Archer* program, Thursday 9:30-10 p.m. on CBS, to use same time for *Hobby Lobby*, with m.c. to be selected. Anchor Hocking plans to promote glass beer bottles and since *Corliss Archer* is juvenile show, decided to make change. Agency is William Weintraub & Co., New York.

Knox Replaces

KNOX Co., Los Angeles (Cystex), started sponsorship July 15 of new mystery series *Crime Is My Pastime*, Sunday 4:30-45 p.m. on Mutual, replacing *"What's the Name of That Song?"* now switched to Sunday 10:30-11 p.m. as sustainer. Crime series originates from Hollywood. Agency is Raymond R. Morgan Co., Hollywood.

New Ward Net Series

WARD BAKING CO., New York, is expected to start Sept. 3 a five-weekly quarter-hour children's show *Tennessee Jed*, 5:45-6 p.m., on American. Agency, J. Walter Thompson Co., New York.

ARTIE SHAW

His return to the band world, after serving in the Navy as chief petty officer and providing music in the battle-torn areas of the South Pacific, is indeed a welcome event. Shaw's career began when he was 13 with five free lessons that came with the purchase of a sax. Later, hailed as a celebrated soloist with leading orchestras, Shaw reached the heights with his own band.

A master of the clarinet and an outstanding arranger and conductor, Artie holds a distinguished place in American Music. His new band promises to exceed every previous success.

	ARTIE SHAW
FRENESI / ADIOS MARQUITA LINDA	Vic. 26542
JUMPIN' ON THE MERRY GO ROUND	Vic. 20-1612
THE GRABTOWN GRAPPLE / THE SAD SACK	Vic. 20-1647
LITTLE JAZZ	Vic. 20-1668
BEDFORD DRIVE / TABU	Vic. 20-1696

(A partial list of BMI-Licensed titles recorded by Shaw)

Broadcast Music, Inc., is proud to announce that it has acquired the exclusive performing rights to the music of Winfield Music, Inc., representing the original compositions and arrangements of Artie Shaw's orchestra. This catalogue of Shaw music contains many of his outstanding recordings.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York • Chicago • Hollywood

5000 WATTS 1330 KC.

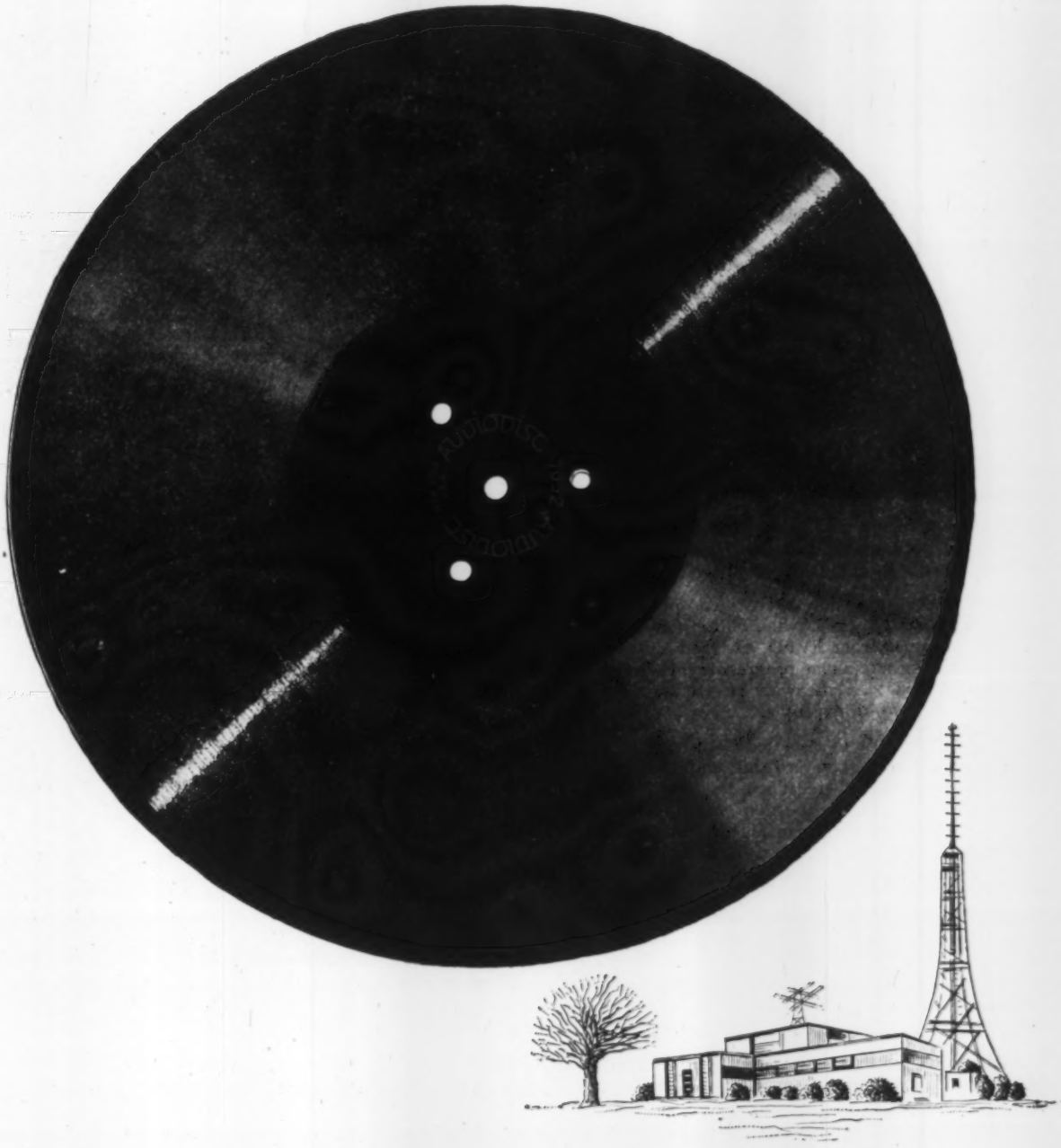
WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.



There are no finer recordings than those transcribed on

audiodiscs

AUDIO DEVICES INC. • 444 MADISON AVE., N. Y.

they speak for themselves audiodiscs

You may never be home-sick for Ft. Dodge. . . .

But throughout every nook and cranny of the country there are thousands of men and women who pine for Ft. Dodge and the good, rich land of Iowa. . . .

So, now you can well imagine how hearts were gladdened on the night of February 28, 1945, when Fulton Lewis, jr., broadcasting over Mutual from FVFD, Ft. Dodge, Iowa, told his millions of listeners about progressive Ft. Dodge . . . the rich farm land . . . the wide streets . . . fine schools . . . the hard working people. . . .

Harold Schill's aunt heard it in Pomona, Calif. . . . Mrs. Dan Townsend heard it on a graveyard shift and wondered if Danny could hear it somewhere at sea. . . . Bob Sherwood, now 88, and last of the Barnum circus clowns, listened in N. Y. and wrote a letter to Mayor Poole about his youthful days in Ft. Dodge. . . . P. S. Barnes of Weathersfield, Conn., heard Lewis and wrote his sister back home. . . . Bob Hoyer tuned in at Jacksonville and wrote KVFD. . . . Mrs. Jim Black wrote son Irving from Pasadena . . . in Florida the folks next door came in to tell Carl Aabye about it . . . WPB heard it in Washington and threw an orchid to KVFD for its scrap drive successes. . . .

Which all goes to prove that people *listen to* and *believe in* Fulton Lewis, jr.*. . . tagged by many "the greatest reporter alive today."

**This is he*

Still available for sponsorship in a few key territories. For immediate details— Phone, write or wire:

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

KGO Newswriters Under New Guild Shop Contract

WITH contract negotiations concluded in early July between Radio Writers Guild and American Broadcasting Co. executives, newswriters of KGO San Francisco are now under guild shop contract. Principal provisions call for monthly minimum wage of $265, representing increases from 16% to 31% for majority of staff; five-day forty-hour week; three-week vacation with pay; minimum rest period between days of 12 hours with a cash overtime payment in case of exceptions and other standard RWG contract clauses.

Contract is before War Labor Board for approval. Guild is negotiating contract for NBC San Francisco newswriters and re-negotiating contract for KNX Hollywood newsriters.

CBC Move

ORIGINATION STUDIOS of the Canadian Broadcasting Trans-Canada and Dominion networks and of CBL and CJBC Toronto have been moved from Davenport Road where the CBC studios were housed since 1933 to new CBC headquarters at 354 Jarvis St. Seven studios in all were moved at night without interruption of local and network programs. Master control panel was moved in sections over two-month period.

TRI-CITIES
ROCK ISLAND—MOLINE, ILL. DAVENPORT, IOWA
The FARM MACHINERY Capital

52% of the Tri-Cities' Retail Sales Originate in the ROCK ISLAND-MOLINE Zone*
1940 Census

More than $74 MILLION annually are spent in Tri-Cities' retail stores. And a major portion (52½%) of the Tri-Cities' sales originates on the Illinois side, in the Moline-Rock Island zone. WHBF, the **home** station, is their favorite by far—as your local dealer will tell you. In all, WHBF's "push button" area reaches 800,000 people . . . in the very heart of the Corn Belt.

* *Includes Rock Island, Moline, East Moline and six other contiguous cities and towns.*

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

ARCHIVES PRESERVE HIGHLIGHTS OF 'AAF'

Sgt. Alma Bliss and Lt. Gordon Fitzgerald, ex-WBAP-KGPO Fort Worth producer, with the Eisenhower wire-recording.

TO BE PRESERVED as moving documents of World War II, two complete programs and eight spots recorded from *The Fighting AAF* show have been sent to the National Archives. The productions are reputedly the first armed service-produced programs to be placed in the Archives.

The programs are those of April 7 and June 16. The April 7 show includes the first in-the-air recording of the bombing of Tokyo, made in a B-29 over the target area. June 16 show featured a broadcast by Gen. H. H. Arnold describing the past and future operations of B-29's over Japan, shortwaved from Guam; an interview with Gen. Dwight D. Eisenhower as he embarked for the U. S.; and the first recording made in a jet-propelled plane in motion.

Spots from other programs in the series include an air-sea rescue over the North Sea; paratroopers jumping from a plane over Germany; description from the plane of the first use of fighter planes against the Japs in the Okinawa area; description of bomb damage over Tokyo and Yokohama, made in a photo reconnaissance plane.

BBC transcribed and sent to the trade a 15-minute recording explaining the origin of BBC's famous underground voice, Col. Britton, who was revealed only a few weeks ago as Douglas E. Ritchie, director of BBC's European News. Included in the transcription was Col. Britton's last broadcast to the underground armies as the voice of Gen. Eisenhower.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

1st Among 48 States . . .

Connecticut leads all 48 states in Effective Buying Income per family . . . and Hartford leads every city in the state. CONNECT IN CONNECTICUT by using WDRC . . . Basic CBS HARTFORD.

IN TUBE MANUFACTURE ALL SMALL DETAILS ARE LARGE TO *Federal*

From slender filament to anode block . . . *all* tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallagraph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals . . . after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, platinum or tungsten . . . they all are subjected to the same exclusive treatment and put through the same searching scrutiny . . . assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power . . . they have a reputation that is deserved because they are *built to stay.*

Federal always *has* made better tubes.

FEDERAL TELEPHONE & RADIO

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

LINGO
RADIATORS
are
back!
Now Available
Without
Priority!
PROMPT DELIVERY
on radiators manufactured from materials on hand
Because of the limited amount of materials available, orders will be filled on a first-come, first-served basis, and production will have to be concentrated on radiators not exceeding 250 ft. in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver it to you with your option to have it installed and erected by us when you are ready. We urge you to act immediately and thus be assured of having your Lingo radiator when you w.. t it.
Act Now—Wire or Phone Today
Please include in your inquiries the radiator height required and approximate site, so that complete quotation can be made immediately covering the radiator itself and its subsequent erection when so desired.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS

OWI PACKET, WEEK AUG. 13

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 13. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Planned Saving	—	—	—	—	—	X	X
Carless Talk	—	—	X	—	X	—	—
WAVES	X	—	—	—	—	—	—
Paper Salvage	—	X	X	X	X	—	—
Prepare for Winter	X	—	—	—	—	—	—
Car Conservation	—	X	X	X	X	—	—
Dangerous Pennies	X	—	—	—	—	—	—

See OWI Schedule of War Message 173 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Bush Proposes National Science Research Group

A NATIONAL Research Foundation to be established by Congress was proposed last week by Dr. Vannevar Bush, director of the Office of Scientific Research and Development, in a report submitted to the White House. Titled *Science—The Endless Frontier*, the report was prepared at the request of President Roosevelt.

Dr. Bush recommends that "the Foundation be formed to develop scientific research, financially support basic research in non-profit organizations, encourage scientific talent in American youth by offering scholarships and fellowships and promote long-range research on military matters."

VIDEO IN HOTELS ASKED BY GUESTS

POSTWAR travellers would like television receiving sets in their hotel rooms, according to a survey conducted by the New Yorker Hotel. Out of 17,160 replies to a questionnaire sent to its list of credit card holders to determine what the postwar guest expects from his hotel, 71.2% answered affirmatively to the question: "We are considering the installation of television receiving sets in every room. Would you like to have them?" About 60% favored a central system and 40% preferred individual unit services.

The returns from the New Yorker survey came from all parts of the country and represent a cross section of the American travelling public, according to Frank L. Andrews, president. He said the replies definitely indicate the kind of service hotel guests would like to have and will expect in the postwar period.

Series on America

TOWN HALL Committee, Wichita, has available a 13-week transcribed series, *A Republic Is Born*, dealing with the Constitutional Convention of 1787. Also designed for local stations is a transcribed talk by Upton Close to be delivered July 27. DeMille Transcriptions [BROADCASTING, July 9] have been carried by 21 stations.

It brings RESULTS!

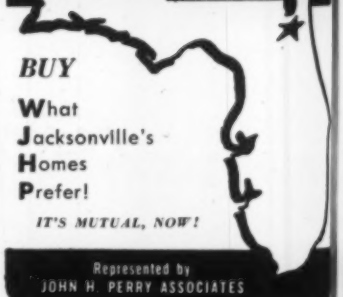
Fighting it out is one way to get what you want. But WLAW wins sales results the friendly way — with programs the nearly two million listeners want to hear.

WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.

Annual Retail Sales Approximate $650,000,000 within the WLAW 5 mv/m Contour

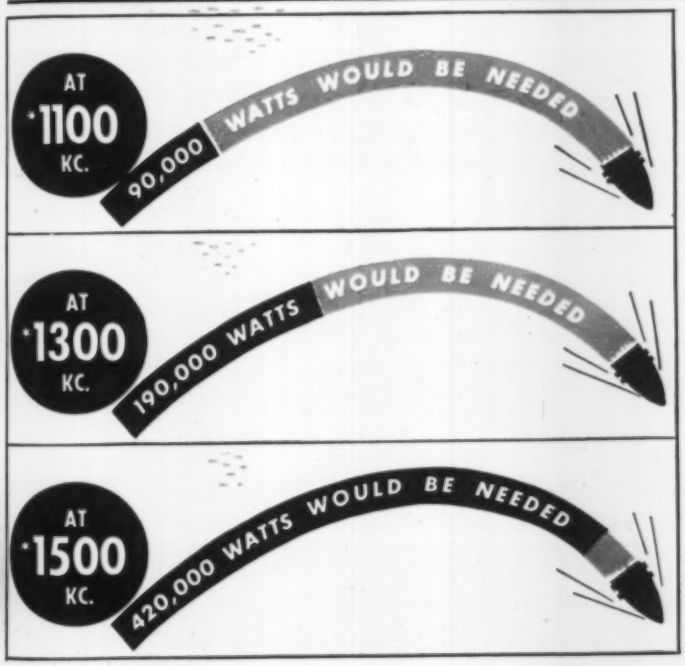
NATIONAL REPRESENTATIVES:
WEED & CO.

WJHP
Jacksonville, Fla.



BUY
What Jacksonville's Homes Prefer!
IT'S MUTUAL, NOW!
Represented by
JOHN H. PERRY ASSOCIATES

SURE AS SHOOTIN'...



WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT. . . .

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L MGR.
JOHN BLAIR & CO., REPRESENTATIVES

DETROIT'S LEADING INDEPENDENT STATION

WJBK

. . . in the

BIG TIME

the listing of national advertisers below, who use WJBK's facilities, tells the story

Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK GETS RESULTS

★

ANOTHER REASON WHY

STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

Resumption of TV Urged in Britain

Hankey Report Looks Towards High Definition Video

RECOMMENDATION that television broadcasting in Britain be resumed as soon as possible on the prewar standard of 405-line definition is made by the television committee appointed by Parliament in 1943, in a report to the Government which will probably be introduced for action when Parliament reconvenes in the fall.

Committee, headed by Lord Hankey, proposes that the BBC be given operating control over television as it has over sound broadcasting in the United Kingdom. In addition to resuming service from London, the report also calls for the erection of video stations in "possibly six of the most populous provincial centres" which would receive program service from London.

Report urges that "vigorous research" begin immediately with the goal of evolving an "improved television system having a standard of definition approaching that of the cinema." Committee suggests, however, that "the adopted system should not embody any patented devices which might be prejudicial to the general interests of British manufacturers."

Series of Sponsorable Discs Offered By Solid Fuels Administration for War

ADOPTING techniques of radio advertisers, with some tricks of its own sprinkled in, the Solid Fuels Administration for War last week released a series of 72 recorded spots, designed for sponsorship to carry home the Government's "Prepare for Winter" campaign.

Dramatized "to attract the utmost attention in these days of multitudinous wartime messages", an SFAW announcement declared, the series is probably the largest ever produced by a Government agency. The appeals average 30 seconds, with time provided for live commercials, and are contained on nine sides of five 16-inch discs. The tenth side, devoted to a 15-minute program of miners' ballads, is not for sponsorship.

Novel Effects

The gamut of "corn", audible cheesecake, suspense, melodrama, mystery, horror, gangster jargon, soft baby talk, the serious and the absurd are traversed in the SFAW series. Howling winds, Arabic chants, bird chirps, *sotto voce* asides, and a variety of other sound devices are employed to induce listeners to conserve fuel.

There is, for example, the vamp pressing the banker for "a teeny, itsy-witsy loan" to install storm windows in her home, which provides the occasion for advising that bankers don't have to be vamped to get loans for winterizing. There is the Swami peering into his crystal ball to warn of winter winds.

Another spot dramatizes a hysterical patient pleading "I gotta have it . . . I can't live without it!" and the doctor comforting "steady, son, steady". It turns out the patient suffers from lack of heat which prompts the doctor to recommend insulation for his home. The sound of an Eskimo noisily wolfing blubber greets the listener in another spot and a voice informs that "eating blubber is one way to keep warm" but insulating the home is a lot easier.

And then there is Nero with a squeaking fiddle, urging, as a former emperor, that citizens take their government's advice; "Ellery Celery", the detective, proving a housewife shot her husband because he neglected to winterize; the stern father rejecting the suitor for his daughter's hand after learning he has failed to winterize his house; and "Dumbcluck", the village idiot, who stuffs his ears with cotton instead of applying caulking compound to his house.

More prosaic messages are delivered by Secretary Ickes and Deputy Solid Fuels Administrator Potter warning of the seriousness of the fuel shortage.

Wide Use Urged

The spots were written by Louis J. Hazam of the Interior Dept. Radio & Television Section, and produced by Shannon Allen, section chief.

Letters urging the widest possible use of the spots have been sent by Deputy Potter to station managers in the eastern half of the country and other critical fuel shortage areas. State conservation directors have been asked to notify business groups of the availability of the platters which will be obtainable this week through OWI regional station relations offices.

Thank You, Gentlemen

WEBR
TAKES
FIRST PLACE

. . in Billboard's Eighth Annual Radio Station Promotion Survey . . . for Local Channel Network Affiliates in the 7th War Loan Promotion.

Note: Our congratulations to our Buffalo neighbor WGR, winner in the Regional Channel Classification.

WEBR
BUFFALO Courier-Express STATION
Nationally Represented by WEED & CO.

10,000 WATTS · DAY & NIGHT

We're Selling POWER That's Got SELLING POWER

NEWS
SPORTS
MUSIC

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

WIBG

MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

"Sincerely—Kenny Baker"

AMERICA'S FAVORITE TENOR!

WITH

★ DONNA DAE
Famous Fred Waring Vocalist

★ JIMMY WALLINGTON

★ BUDDY COLE
And His Men of Music

★A great new transcribed show... planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae... the colorful emceeing of Jimmy Wallington... the smart music of Buddy Cole and his men... and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: *BOSTON BLACKIE • EASY ACES • PLEASURE PARADE • THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT*

Radio Writers, Directors To Tour the Pacific

A GROUP of radio writers and directors are scheduled for a Pacific trip, probably the first part of August. Tour of about 30 days will be taken under the auspices of the Army Service Forces, and will be under direct supervision of Capt. Peter J. McGovern, officer in charge, ASF radio production unit in New York. Tentative list includes: Milton Wayne, who writes *Cavalcade of America* for BBDO; Lindsay MacHarrie, writer of *We, the People* for Young & Rubicam; Nate Tufts, Ruthrauff & Ryan; Earl McGill, Radio Directors Guild; Ed Dunham, NBC; Joe Ainley, WBBM Chicago; Burr Lee, CBS; Les Mitchell, *Stars Over Hollywood* writer; Hobart Donavan, *Life of Riley* writer.

EFFECTIVE July 2, Trade Development Corp., Chicago, became agency for Carson, Pirie, Scott & Co. "Wishing Well" program, Monday thru Friday, 8:45-9 a.m. over WGN Chicago.

NOW in public relations at an advanced Coast Guard base in the Philippines, Y 2/c Arnold Pilcher, formerly with KFAC and KGFJ in Los Angeles, his home town, experienced the invasions of Leyte and Luzon.

WROK, WGAC WIN CHELSEA CONTEST

WROK Rockford, Ill. and WGAC Augusta, Ga., tied for first place in the promotion contest sponsored by Larus & Brother Co., Richmond, for Chelsea cigarettes. Each station was given a $500 war bond first prize. Contest was for stations plugging the Guy Lombardo and his Royal Canadians show, Tuesday, 9-9:30 p.m. on American.

Second place was automatically eliminated by the tie. Third place and a $100 war bond was given to KTOK Oklahoma City. Contest was judged by New York radio tradepaper editors at a luncheon at the Waldorf-Astoria last Thursday.

Twenty-five stations received $25 war bonds each as runner-ups. Agency is Warwick & Legler, N. Y.

FIRST performance of Morton Gould's "Concerto for Viola and Orchestra" will be given July 29 on "General Motors Symphony of the Air," NBC, 5-6 p.m. Dr. Frank Black will direct.

Associated

(*Continued from page 16*)

Lee Broadcasting System.

Associated will employ about 60 people at the outset, it was understood. It will offer time discounts running as high as 40%. All lines employed by the network, according to Mr. Henderson, will be Class A, instantaneously reversible.

The new network structure grew out of Associated's activity in the religious programming field. Major stockholders in the corporation are Mr. Versluis and Mr. Kelly.

Contract form of the new firm carries the caption, "Associated Broadcasting Corporation, ABC Network," indicating that the label "ABC" will be employed for identity. At the time the Blue Network first proposed to revise its name to the American Broadcasting Co., Mr. Versluis importuned publications in a letter not to use "ABC" in referring to American. He said Associated had prior right to the three-letter designation.

Contract, standard in all respects, provides that affiliates will waive 10 commercial unit hours out of each 28-day accounting period as compensation to Associated for affiliation and sustaining program service.

Finch Sees Facsimile for Publicity, Police Work

BESIDES its manifold values to advertisers in serving their audiences, facsimile will offer to broadcasters "a self-sufficient publicity service for new shows" as well as daily programs and will provide police with a scientific weapon giving sure and instant identification and data, according to Finch Telecommunications Inc., Passaic, N. J.

As for circulation, declares an announcement by Finch, "the time will come when 'space' salesmen will be quoting readership in terms of 'rolls of paper'. For in the consumption of rolls of facsimile paper lies an accurate estimate of the number of facsimile machines in active use." Facsimile receiving equipment is within the moderate income buying range and senders and cost of preparing facsimile copy require little outlay by the broadcaster.

WGAC PROGRAMMING

C. E. Hooper shows WGAC to have overwhelming listener preference in the Augusta area. What's more, our locally-produced programs rank right up at the top. Obviously, our program people have plenty of "know-how".

PLUS WGAC PROMOTION

Typical of WGAC promotion plaudits — these words from Richard M. Compton of Quaker Oats: "It gives me great pleasure to inform you that the promotion work submitted by your station in connection with the recent 'Terry Jingle Contest' has been judged a winner in its class."

EQUALS SALES RESULTS

182 National Spot, Regional and Local advertisers (network clients not included), 89% of which are renewals, are reaping the benefits of their use of this super-Hooper "know-how" station. In fact, more advertisers spend more money on WGAC than any other 250-watt station in the Southeast.

THAT SUPER-HOOPER STATION IN AUGUSTA, GEORGIA

WGAC

American Broadcasting Company Affiliate

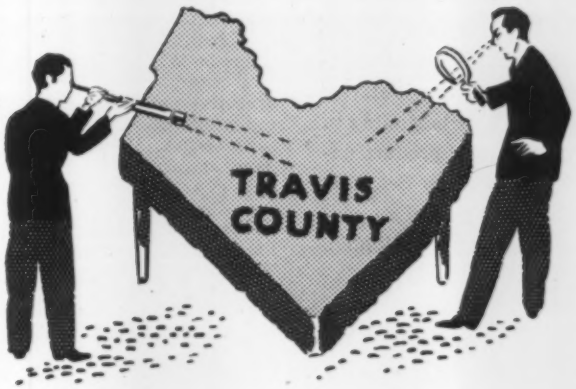
REPRESENTED BY HEADLEY-REED COMPANY

In the UTAH *market*

KDYL

SALT LAKE CITY

Any way you look at it --



THE AUSTIN MARKET IS WAY ABOVE AVERAGE

*Consider These Figures**

The average per family income for the U.S. is ---------- $4,061

The average per family income for the WSC States** is ---------- $3,134

The average per family income for Texas is ---------- $3,428

THE AVERAGE PER FAMILY INCOME FOR AUSTIN'S TRAVIS CO. IS ---------- **$4,850**

What More Need You Know Except this:

That Station KNOW is Austin's oldest, best established radio station. Hooper ratings show that it leads Austin's other station by a wide margin at every period, day or night.

**From May, 1945, Sales Management Survey*

***Includes Texas, Oklahoma, Louisiana & Arkansas*

SELL WHERE THE MONEY IS!

SELL THE AUSTIN MARKET THROUGH...

KNOW

AUSTIN, TEXAS

AMERICAN-MUTUAL AND TEXAS STATE NETWORK STATION

• **WEED & COMPANY,** *Representatives*

NEW YORK, BOSTON, CHICAGO, DETROIT, HOLLYWOOD, SAN FRANCISCO

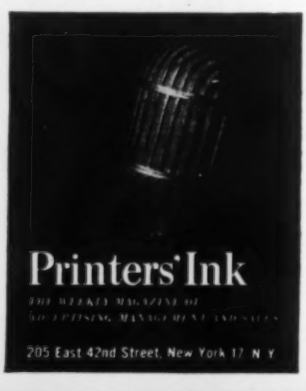
NOT THE FIRST Mr. District Attorney in Lee Bristol's life was Jay Jostyn who is doing such a grand job for the Bristol-Myers Company today. According to Printers' Ink, some folks used to get in Mr. Bristol's hair by substituting phoney preparations in Vitalis barber counter-dispensing bottles. Customers were beginning to lose faith in the product until a real "D.A.", the Sealtube one-application package and an educational advertising program took hold.

FACT-FINDING Miss Miller, Secretary to "Mr. District Attorney" on the air and lovely Vicki Vola in private life, could tell her boss that American consumers and advertisers don't like substitution practices. With Printers' Ink as her source she could also give him the important details on trademarks, copyrights, patents, food and drug bills, fraudulent advertising, fair trade acts and all other legislation that affects advertising and marketing.

HARD-WORKING Harrington, Broadway's Len Doyle, could fill-in his Chief on how some advertisers didn't seem to know right from wrong; how these characters would drag advertising's good name down by giving the public a raw deal and how he was watching for any "breaks". He might be surprised to hear that Printers' Ink has been on the trail of bad advertising practices since 1911 when it sponsored the P. I. Model Statute, that 43 states and the District of Columbia have endorsed it by passing legislation to protect the legitimate advertiser and the consumer (26 states and the District of Columbia made P. I.'s Model Statute law substantially as it was written) and that P. I.'s *newly revised* Model Statute is already law in Illinois.

Twelve weekly copies of Printers' Ink go to the folks who prepare Vitalis advertising. Nine of these to Doherty, Clifford and Shenfield and three to Bristol-Myers, with one of the latter going directly to Mr. Lee Bristol.

"Champion of the People — Defender of Truth—Guardian of our Fundamental Rights", the D.A.'s oath of office might be a P. I. pledge, it certainly describes a P. I. practice. By helping to eliminate misrepresentation, P. I. stimulates productive advertising and producing advertisers. In this way, Printers' Ink creates advertising prospects and media sales. This is one of the reasons why most media men call P. I., *"The constant stimulator for advertising".*



Crosley

(*Continued from page 16*)

treasurer; R. C. Cosgrove, vice-president and general manager of manufacturing.

For Avco—Irving B. Babcock, president; Raymond S. Pruitt, vice-president, secretary and general counsel; William F. Wise, executive vice-president who becomes executive vice-president and director of the Crosley Corp. under the sale; W. A. Mogensen vice-president and treasurer who becomes Crosley treasurer; C. Coburn Darling; George E. Allen, L. I. Hartmeyer, Arthur Herrington, Carleton M. Higbie, Benjamin H. Namm, T. A. O'Hara, H. D. Wilson, directors.

Duke M. Patrick of the Washington law firm, Hogan & Hartson, will appear for Crosley-WLW. H. Preston Coursen, of the New York law firm of Pruit, Hale & Coursen, is to appear for Avco.

Among issues designated by the Commission are: What portion of the $22,000,000 purchase price is attributable to WLW and other Crosley stations; what portion is attributable to the WINS purchase; relationship of WLW operation to other Avco interests and to what extent stations will be used for furtherance of other Avco interests; Avco plans on television and FM; Avco's plans on WLW program policies, including network broadcasting; full information on Avco's plans to finance acquisition of Crosley stock.

You'd be happy too!

WHBQ

W.H. BEECUE **2nd** in

All Over Promotion

(LOCAL CHANNEL)

8th ANNUAL BILLBOARD

RADIO STATION PROMOTION SURVEY

See BILLBOARD of June 30th for further details

your MUTUAL friend

WHBQ

BOB ALBURTY, General Manager

Represented by Rambeau

HOLLYWOOD—CHICAGO—NEW YORK

Educators to Use Few Surplus Units

SURPLUS property will not be the basis for the proposed postwar educational network of 800 FM stations [BROADCASTING, June 25, July 2], Dr. R. R. Loudermilk, radio director of the Office of Education, stated last week after a two-day meeting of educators at the FCC to discuss possible utilization of surplus.

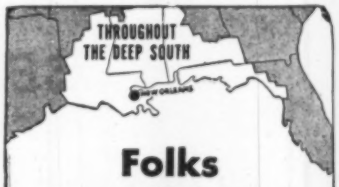
A special committee of educators met with Surplus Property Board, Reconstruction Finance Corp. and FCC representatives to establish groups for preliminary investigation of excess electronics equipment. The committee endorsed the suggestion that schools be prevented from reselling equipment in competition with new products.

Committees were organized to investigate the demand for and availability of three classes of equipment: (1) for use in laboratories; (2) for reception in schools such as intercommunications systems and record players; (3) station components.

Dr. Lowdermilk said schools mainly will use surplus equipment of the first two categories but it doesn't seem that suitable station components will be available. The educators will not pay more than 40% of the price of new equipment for surplus commodities since the cost of conversion and maintenance on the non-standard military equipment would make a higher price economically unsound. The Army will release little FM equipment, he stated, and what transmitters are secured probably will be used for laboratory purposes. The educational net will purchase most equipment from manufacturers.

WJHP Radio Course

A 13-WEEK course in radio training for high school students and others from 15 to 19, will start soon after the new school term, under the direction of WJHP Jacksonville, Fla. Andre Bialolenki, news analyst and college professor, will teach operation, production. Peggy Hudgings of WJHP's script department will instruct in writing, with Ted Capeau, station manager, teaching acting. Course will be free.



Folks Turn First to—

WWL

NEW ORLEANS

50,000 Watts
Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

CONFIDENTIALLY,

WE'RE JUST A BUNCH OF HAMS AT HEART!

Frankly, the magic of Radio is still a lot of fun to us! We here at GATES—every one of us, right up to the top man—put the enthusiastic imagination of the youngest amateur into our products.

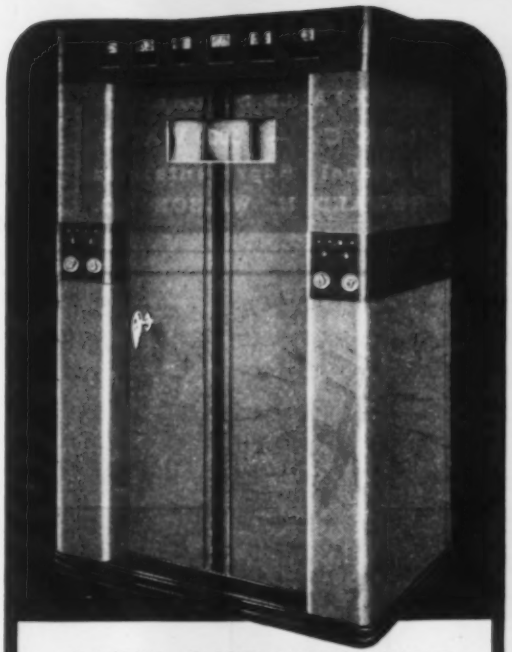
That enthusiasm, supported by a background of continuous experience since 1922—and backed up by engineering ability and real precision workmanship—is what gives GATES Products their dependable quality.

For good Transmitting Equipment—reasonably priced—for your needs today, tomorrow, or whenever—call on GATES! The GATES RADIO CO., Quincy, Ill., U.S.A.

Write for Details About the GATES Priority System for Prompt Post-War Delivery

GATES RADIO CO.

QUINCY, ILLINOIS



GATES ONE KILOWATT BROADCAST TRANSMITTER

This GATES Transmitter embodies the latest in engineering developments—modernized and streamlined to bring efficiency *plus* good looks to the Post-War Broadcasting Station.

All parts are conveniently, accessibly located for simple operation; and the pressure-type cabinet assures dustless, cool performance. A Transmitter of extremely high fidelity.

Detailed Bulletin on the New GATES 1 KW Transmitter Will Soon Be Available

PROGRESS REPORT

Wartime limitations prohibit the sale of new broadcasting equipment without priority. Hence the above equipment is presented only to familiarize you with another new GATES development.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

Green Light

(*Continued from page 15*)

Cincinnati) to American Aviation Corp.

A spokesman for the Hearst organization said WINS is ready to go ahead with its 50 kw operations the moment a transmitter is available.

Although last week's order, in effect, gave WINS the go-ahead as well as others, the Hearst station gave up its transmitter on condition that it could have the first one available. Thus it could install a 50-kw transmitter without the order.

It was learned that several manufacturers who have on hand some unfinished transmitters will be permitted to complete the work and place the transmitters in the hands of broadcasters holding conditional grants.

When WGAR was granted a license in June 1944 to move its transmitter site, it was on condition that the station "take whatever steps are necessary to improve the signal of WGAR over the business district of Cleveland". A station spokesman said WGAR likely will apply for 50 kw to fulfill the condition.

Pending before the FCC is an application filed by KTHS to increase power to 50 kw. and move to the Memphis area.

KSJB Grant

When KSJB was granted a license to change frequency from 1440 kc. to 600 kc., one of the conditions was that when materials become available the station would make "full use of the frequency in accordance with the Rules & Regulations of the Commission." The grant of local power on a regional frequency was the first in Commission annals.

KSJB is owned principally by John W. Boler, head of the North Central Broadcasting System. WMT protested when application was filed, but the FCC held that while KSJB on 600 kc. would cause some interference to WMT, which also operates on 600 kc., the KSJB service would be greatly improved. KSJB is required to install a directional antenna to protect WMT when it goes to 5 kw.

Other grants affected by Tuesday's order follow:

KFQD Anchorage, Alaska, move transmitter.

KIUL Garden City, Kans.; KOVC Valley City, N. D.; KRNR Roseburg, Ore.; KXO El Centro, Cal.; KVOS Bellingham, Wash.; WJAG Norfolk, Neb., new antennas. WLEE and WBBL Richmond, Va., complete new construction.

KCMO Kansas City, move transmitter.

KVOO Tulsa, protect WWVA Wheeling.

Following is text of the FCC supplemental Statement of Policy, dated July 17:

Since the outbreak of war, due to the unavailability of materials and equipment, the Commission in licensing standard broadcast stations has found it necessary in some cases to permit operation with facilities that were not in full accordance with the Standards of Good Engineering Practice. In such instances a conditional clause was inserted in the license requiring the licensee, when equipment and materials become available, to apply for a change in facilities such as moving to a new site, installing frequency and modulation monitors, increasing its power or installing a new antenna.

The Commission is now in receipt of advice from the War Production Board that material and equipment are presently available or will shortly become available, for the construction contemplated by these conditional clauses. Accordingly, the Commission will direct each licensee in this category to make appropriate application for the necessary improvements specified in the license within 30 days of this date, except:

(1) Where frequency monitor or modulation monitor is required,

(2) Where two stations are operating with a common antenna or from a joint studio.

Finger Work

FINGER POWER was recently used at the Toronto studios of CBC to make a news recording work at the proper speed for broadcasting. The recording was made on battery-operated equipment in Europe and was running too slowly. When played in the Toronto studios it made CBC Commentator Matthew Halton sound like Donald Duck. Sound effects operator Harold Symes put the faulty disc on a turntable to make a new recording, put the pickup on it and spun the table with his finger at the right speed. It worked.

YOU MAKE SALES..
WHEN YOU BUY SPOTS
ask a John Blair man
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

Seein' SPOTS before your eyes..?

In a tight spot because radio spots are so tight?
And the network shows are sold solid?
Mr. — we can get you out of *that* dilemma!
You'll see eye to eye with us on this solution.
Because the people know a good thing when they *see* one.
The show of shows today is motion pictures.
Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.
That's tops for licking the scarcity of space that currently exists in other media.
It all happens in one minute — but it opens the door to more new business than you ever dreamed of seeing in one spot.
For there's nothing quite like this unique medium to reach *all* the audience and deliver *all* your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.
So how can you miss with such an unusually powerful advertising program?
Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home.
No other medium *sells* like moving pictures!
You'd expect an advertising effort of this calibre to be expensive! Not on your life! Actually it costs less than ordinary advertising.
Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.
Get full facts NOW — they'll pay you big dividends!

United Film Service, Inc.
2449 Charlotte St.
Kansas City, Mo.
333 N. Michigan Ave.
Chicago, Ill.
4736 17th Ave. So.
Minneapolis, Minn.
11 McLean Ave.
Detroit, Mich.

Motion Picture Advertising Service Co., Inc.
70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.
2339 Bryn Mawr Ave., Philadelphia, Pa.

It solved a tough problem . . .

Western Electric

2A-Phase Monitor gives the right answer quickly!

Before Western Electric introduced the 2A Phase Monitor, adjustment of directional antenna arrays gave engineers many a headache. With this precision instrument it became possible to make initial adjustments quickly and accurately—and to maintain alignment through periodical check readings.

The 2A is but one of many innovations showing advanced thinking by Bell Labs and Western. That kind of thinking is your assurance of the finest broadcasting equipment after the war.

Western Electric

Distributed by Graybar

Buy War Bonds—and hold them!

PROMOTION

LARRY BELL, recently of Kenyon & Eckhardt, has joined the Mutual publicity department as news-publicity liaison.

FLORENCE HUDAK of WJZ New York press department has resigned to join the MBS press department.

RICHARD BLAKE, who joined NBC in May 1944 as copy writer, has been named copy director of NBC advertising and promotion department.

FLAY McPHERSON has resigned as publicity manager of WSGN Birmingham She was recently married to Lt. (jg) Bill Piecke. WSGN post is taken by **MARY F. CHILDERS**, secretary to **HENRY P. JOHNSTON**, managing director.

JO-ANN COX, formerly of Paul Frailey Productions, has joined public relations department of WFIL Philadelphia.

R. G. CARSON, released from Royal Canadian Army, has joined CKRM Regina as promotion manager.

JAMES M. GAINES, assistant director of NBC advertising department, will supervise the research division pending appointment of a director to succeed **BARRY RUMPLE**, who resigned to join BMB.

JOEL MURCOTT, trade press contact of American, Hollywood, is the father of a boy born in Los Angeles July 8.

HELEN MURRAY HALL, sales promotion director of KPO San Francisco, has shifted to Hollywood as assistant to **FRANK FORD**, NBC western division sales promotion manager.

ROBERT Z. HALL of American Hollywood publicity department is the father of a boy born July 12.

WMAQ Folder

ACCORDION fold two-color mail piece has been prepared by WMAQ Chicago listing "Prominent Chicago Retailers" on the "WMAQ dotted line".

PROGRAMS

MAKING public for reported first time cases that have been brought before the Cook County Grand Jury, "Grand Jury" began on WBBM Chicago July 16 in Monday through Friday 10-10:15 p.m. spot. Format calls for a jury, each juror receiving $5.00 fee. After evidence is presented jury is asked to return either a "true" or "no" bill determining whether case is carried on into trial.

Man-on-Street Set-up

TO ACCOMMODATE daily man-on-the-street quarter-hour program in downtown Los Angeles, KGER Long Beach, Cal., lowers a 200 foot microphone cord from sixth floor studios in the Knickerbocker Bldg. to Jim Hadley, sidewalk reporter, and Jeff York, program producer. Unusually long cord permits pair to quiz passers-by in front of retail establishments, some of which are co-sponsors. Sign-on cue is white flag waved from window.

Medical Forum

WEEKLY forum titled "The Doctor Discovers", 9:15-30 p.m. Tuesday, on WINS New York, features outstanding physicians, medical educators and scientists, analyzing and reviewing data on medical research and scientific discoveries. Program has cooperation of Essex Medical Foundation, non-profit medical education and research organization.

Correspondence Stamp

HERALDING broadcasting's 25th anniversary, special four color stamps are affixed to correspondence of KDKA, Westinghouse outlet in Pittsburgh.

Ad Reprint

MBS has distributed a reprint of its four-page advertisement for mystery thrillers.

Jobs for Veterans

INTERVIEWS with returning servicemen and women, the type of work they would like to enter, compose "Jobs for Joe", new Friday evening program on WSIX Nashville.

Heads Theater Project

NEWLY appointed to program department by McClatchy Broadcasting Co., Frances Frater heads the group of radio theaters being set up in conjunction with each of the five McClatchy stations in California and Nevada to train and develop local volunteer talent for presentation of radio plays after the war. With extensive experience in the professional theater and radio fields, Miss Frater will also be in charge of voice and diction instruction for all announcers at the McClatchy outlets— KFBK Sacramento, KMJ Fresno, KWG Stockton, KERN Bakersfield and KOH Reno.

Miss Frater

Boston Interviews

SERIES of weekly interviews with commercial and industry leaders, "Yankee Minuteman", started on WNAC Boston July 17, 7:45-8 p.m., to promote Boston as a sea and air port.

War Brides

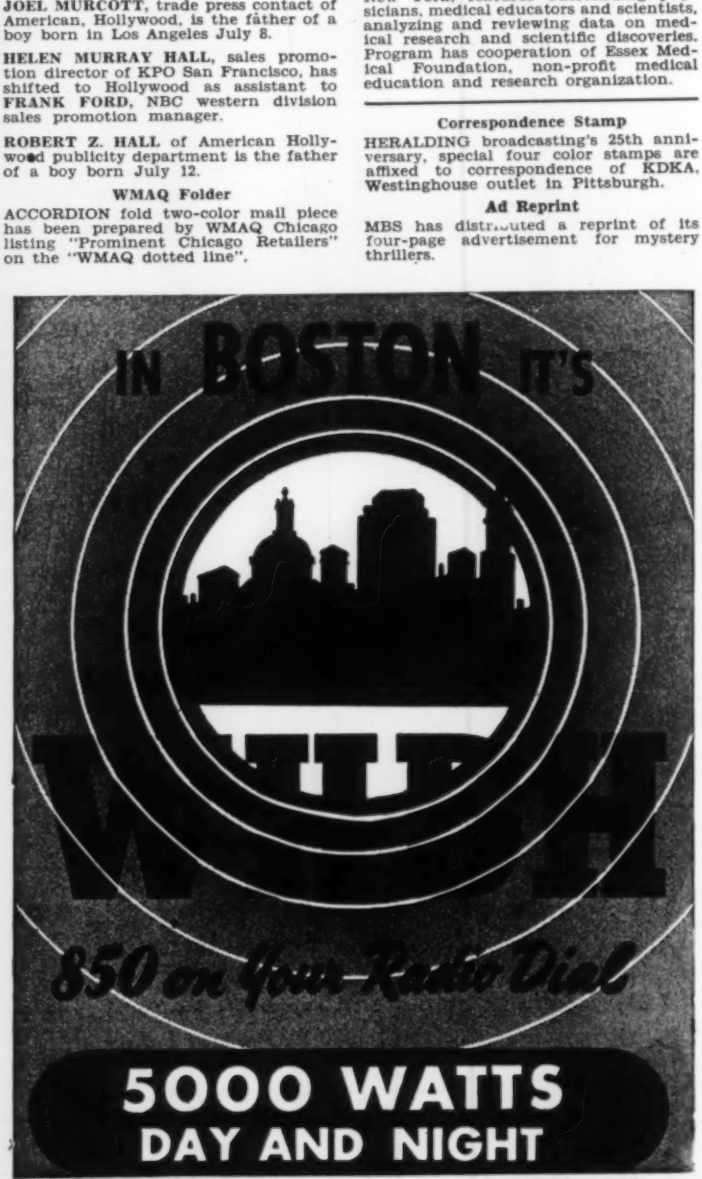
BBC and Mutual have completed negotiations for a weekly program tentatively titled "Here Comes the Brides" to start sometime in mid-August. Servicemen and their English brides are introduced in England by an m.c. from BBC to their parents-in-law in the U. S. with a Mutual m.c. taking over in America.

Safety Series

TRAFFIC problems and general public safety are discussed in twice-weekly five-minute programs started on WIOD Miami and featuring the former "Singing Cop" of WIOD, Lt. John Webber of the Traffic Division of Miami Police Dept.

Previews Spots

CARRY-OVER announcements before each program to hold listeners are being used by WOAI San Antonio. Scheduled before the spot announcement and the chain break carry-overs are 10 to 15 word thumbnail preview of program to follow.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

CHNS

HALIFAX
NOVA SCOTIA

The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

Luckies

(*Continued from page 15*)

duced as much as Luckies nor were their sales increases as great.

Accompanying this trend toward lower overall advertising expenditures were conspicuous changes in media emphasis. In 1934 Luckies devoted less than 4% of their advertising dollar to radio and approximately 87% to newspapers. By 1941 only about 4% was being spent in newspapers and 56% in radio. In the following years emphasis on magazine advertising was reduced to bring the newspaper figure to 16% while radio remained unchanged.

In the case of Chesterfields a similar although less abrupt reduction in emphasis on newspaper advertising has taken place, the portion of expenditures devoted to this media dropping steadily from 81% in 1934 to less than 14% in 1942, but rising again to 22% in 1943. In the same period, expenditures devoted to radio rose from about 12% in 1934 (falling to about 8% in 1935) to 60% in 1942, dropping to 53% in 1943.

Of the three brands, Camel showed the least change in media emphasis although the percentage of the advertising dollar for newspapers has been steadily falling since 1937 while that for radio has been steadily rising. In 1934 Camel was spending two-thirds of its advertising dollar with newspapers. In 1943 the figure was 38%. Camel gave less than 7% of its advertising to radio in 1934 and about 37% in 1943.

While these changes in emphasis have been occurring in radio and newspaper advertising, expenditures for magazine space have remained relatively constant. Camel expenditures in this media have fluctuated between 22% and 28% and Chesterfields between 7% and 26%. Lucky Strikes, however, have risen from 9% in 1934 to 66% in 1940, declining steadily since that year to 27% in 1943.

Just as Luckies have devoted more of their advertising dollar in radio so have they concentrated more of their magazine outlay in selected publications. The Curtis study shows that in 1943 Luckies used only 10 magazines while Camel used 29 and Chesterfield used 40. However, Lucky Strike spent an average per magazine of three times the amount spent by Chesterfield and twice that spent by Camel, which was accounted for by more ads per magazine.

Over the 10-year period, according to the Curtis study, Lucky Strike spent $19,225,000 for radio, or 34.6% of total advertising expenditures in the three principal media. Chesterfield spent approximately $21,000,000 or about 25% of its total and Camel spent about $15,500,000 or approximately 18% of its overall expenditures.

Advertising expenditures in all three media during the 10-year period totaled $225,591,000 of which Luckies spent $55,547,000, Chesterfield $84,157,000 and Camel $85,887,000.

KLZ Denver for second time won the Denver Adv. Club annual award for the ad of the year in radio outstanding in advertising production. Charley Roberts (l), producer, and Pete Smythe (r), prog. dir., receive scroll from Steve Russell, club pres.

Gain of 17 Affiliates Shown by Mutual

EXPANSION of Mutual network operations in the second quarter shows addition of 27 affiliates and dropping of 10, according to a review of the period by Edgar Kobak, Mutual president.

Following up his report of last March, Mr. Kobak recited network activity by departments, pointing out that though much has been achieved he is "far from satisfied with our progress to date—in fact we have the highest standard of dissatisfaction of any network . . . and we plan to maintain it."

In expanding program operations, he said, the network day has been rescheduled to start at 9 a.m. (EWT) instead of 10. Among programs added were: *Queen for a Day, Arch Oboler's Plays, Calling All Detectives, Leave It to the Girls, Dave Elman's Radio Auction Gallery.* In all, more than a score of sustaining programs have been added, over 17 hours a week.

Hooperatings reflect Mutual program efforts, according to Mr. Kobak, with evening programming 19% more popular than the same period of 1944.

Expansion of program and sales personnel have strengthened those departments, he said. To accommodate new program needs Mutual has started construction of three large studios at 1440 Broadway and has converted a floor above Longacre Theater into office space.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

What's GROWING in Mississippi?

To put it mildly—EVERYTHING! Cotton is growing, corn is growing, livestock is growing—industry — oil production — tomatoes, peaches, watermelons, the birth rate—everything is growing bigger and better than ever. And business conditions are up 10 per cent over May, 1944.*

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently, covers this growing, improving market.

* *Mississippi Business Review*

1 CHOICE IN CHATTANOOGA IS
WDOD
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

The city is
EL PASO
The key to its vast and important southwestern market is CBS station
KROD
600 kc - 1000 watts
Howard H. Wilson Co.
Representatives

Snow in September..
down South...
Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Craft
5000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingbery

Charter Granted

A CHARTER has been granted in California to FM Radio & Television Corp., Riverside, incorporated with a capital of $100,000 by W. L. Gleeson, president and general manager of KPRO Riverside; James L. McDowell, formerly with the FCC and now with KPRO; and Hayden L. Hews, local attorney. Operation of two FM and two television stations are planned by the corporation as the key outlets of a proposed western network, according to Mr. Gleeson. Seven or more radio set stores also will be operated in the Valley of Paradise and Imperial county.

WWJ ANNIVERSARY
Prepares 15-Minute Program On Radio's Development

AMONG 25th anniversary plans of WWJ Detroit is a 15-minute transcription which has been prepared showing the history and development of radio from its birth to date. The discs are being shipped to about 300 stations throughout the country for sustaining use as part of the industry's commemoration program.

WWJ is also taking extensive space in newspaper and trade papers nationally and will do a one-hour broadcast from 8-9 p.m. on August 20.

Survey

(Continued from page 20)

causes, trouble with own radio such as battery, tubes, etc. The same questions are asked about nighttime and respondent is queried as to whether the trouble keeps him from hearing programs he wants to hear.

A few questions as to which stations respondent hears, how well he hears them days and nights and whether there are any other stations he can get after dark also are included.

Respondent is asked if he has ever lived in a place where he could hear radio stations better than his present residence, what time his radio is turned on in the morning and what time it is turned off at night. Also whether respondent has radios outside the house in the barn, the car or other places. Enumerators are told to observe whether the radio was on when they made each call.

Aside from radio, the Dept. of Agriculture also is inquiring into other affairs of respondents, such as whether they have telephones in working order and what newspapers and magazines they take.

Important in the clear channel survey apparently are questions relating to farm ownership and income. These include tenure status, whether full owner-operator, part owner-operator, manager, renter or sharecropper; total income; from what products most of the income comes; occupation of head of the household if not a farmer; weekly income, and estimated age of household heads.

On the B schedule, being asked of people who have had radios within the last five years but whose radios have not been in working order within the last two months, the enumerators inquire what caused the radio to give out, what kind of programs respondents miss most, what kind of programs they didn't care anything about, whether being without a radio has made it hard, whether respondent listens to farm programs and whether any difficulty was experienced in getting stations.

For those who have never had radios, the enumerators ask what kinds of programs would they like to hear if they had radios, and what kinds of programs they wouldn't care to hear.

RCA Souvenir

AN ELECTRON tube container sent by the Harrison, N. J., plant of RCA to a member of a B-25 crew whose father is employed at the plant, has come home "discharged" after having seen service in Salerno, Corsica, Bizerte, and other Mediterranean areas. Sgt. Melvin Mathewson said that when the container was brought to his squadron in the heat of the Italian campaign, it was "just like a personal note from home". The souvenir now bears signatures of the B-25 crew and a record of the battles it fought.

Ask Virginia CP

BLANFOX Radio Co., licensee of WHLN Harlan, Ky., last week filed application with the FCC for new standard local station at Norton, Va. Facilities requested are 250 w unlimited time on 1450 kc. WHLN operates with 250 w on 1230 kc.

"WAIT, MARTHY! HOMEFOLKS WON'T BUY WATERED MILK!"

Neighbors always have the real dope on a man! If he stands high with them, he's usually O.K.

It's the same with radio stations, too — hence WDAY's proudest boast is its long list of outstanding *local* accounts.

For instance, the Fairmont Creamery. During *fourteen years* we have broadcast its ½-hour programs 52-weeks-a-year! Seventeen other "locals" have been with us, *steadily*, from 10 to 23 years!

Wouldn't you say that WDAY *must* deliver the goods?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

FOR TAILOR MADE SPOTS and PROGRAMS

TO...

U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

WRITE-WIRE OR CALL FOR DETAILS

Halifax Stations Cover Explosions

Three Outlets Continue on Air Despite Damaged Equipment

ALL THREE radio stations in the explosion-rocked Canadian seaport of Halifax, Nova Scotia, went on emergency schedules after the first blast shortly after 6:30 p.m. July 18. Despite shattered windows and damaged transmission equipment, the stations stayed on the air all Wednesday night, giving instructions to rescue crews and a stream of bulletins on progress of the uncontrollable fire which followed the blasts.

George Young, regional representative of Canadian Broadcasting Corp., in Halifax, said CHNS was hardest hit of the three outlets and was off the air briefly for repairs. CHNS, a 1,000 w station licensed to the Maritime Broadcasting Co., is a Dominion network affiliate.

"We were all off the air for a short time when the city's power failed about 4 o'clock this morning," Mr. Young said Thursday. Mr. Young is general manager of the Halifax CBC Trans-Canada outlet, CBH, a 100 w station. The third Halifax station, CJCH, is licensed to Chronicle Co., with 1,000 w.

Thursday afternoon, CBH put on a special commentary reviewing the Halifax situation through CKLW Detroit and Mutual. The four-minute news spot went in the Royal Arch Gunnison program on MBS, 1:10-1:14 p.m.

American Network recorded a special interview by Mr. Young who talked with an eye-witness of the fire and explosions. The interview was broadcast on American's regular *Headline Edition* Thursday, 7 p.m.

"We did not attempt to broadcast any on-the-scene descriptions," Mr. Young said Thursday. "The thing is still going on. We are not sure what will happen next."

FOUR new stations have joined Keystone Broadcasting System, bringing total affiliates to 205. Stations are: WKLA Ludington, Mich.; WRLD West Point; KONP Port Angeles, Wash.; WHNC Henderson, N. C.

U. S. Aid

(Continued from page 18)

tions. Walter A. Callahan, general manager of WSAI Cincinnati, recommended that a committee of AM broadcasters be named by the FCC to submit amendments to the Commission's proposals.

"Broadcasters laboring under AM regulations far outnumber those in their ranks favored by the same regulations," wrote Mr. Callahan. "These broadcasters have much to contribute and because their problems are identical with applicants for FM who have no practical experience, these latter would defer to and have confidence in the opinions and recommendations from a committee of actual broadcasters. . . . This approach seems more constructive than for actual or potential FM operators, singly or in a body, contesting each and every point in the FCC proposed plan."

Frank Lyman Jr., president of Harvey Radio Labs., Waltham, Mass., in a letter to the Commission, favored proposed Rule 6, which would preclude any licensee from making an exclusive lease for an FM antenna site. He fears "monopoly control could be serious". Mr. Lyman also urged the Commission to liberalize the rule affecting metropolitan stations, by permitting the broadcaster to choose his site, and by not adhering rigidly to the service areas as outlined.

Among other things the NAB, in its brief, plans to protest adoption of the proposed Rule 6 banning exclusive contracts for antenna sites, pointing to expressions of Congress as contrary to such a regulation.

The following industry-FCC subcommittee on proposed Standards of Good Engineering Practice concerning television was announced last week by George P. Adair, Commission chief engineer: Virgil R. Simpson, assistant to the chief engineer, chairman; Kenneth A. Norton, Office of the Chief Signal Officer; Charles E. Singer, WOR New York; F. J. Bingley, Philco; Thomas J. Carroll, Office of the Chief Signal Officer; James T. Veatch, RCA; W. S. Duttera, NBC; H. S. Cowperthwait and W. H. Bauer, FCC.

The industry-FCC subcommittee on FM is composed of: Cyril M. Braum, chief, Non-Standard Broadcasting Application Section, FCC Engineering Dept., chairman; Dr. G. R. Towne, Stromberg-Carlson Co.; R. H. Williamson, General Electric Co.; Stuart L. Bailey, Washington consulting engineer; Lt. Comdr. Paul DeMars, USNR; James McNary, Washington consulting engineer; Mr. Simpson; Curtis Plummer, assistant to Mr. Braum; Ralph Renton, chief, Equipment & Projects Section, FCC Engineering Dept.; Edgar F. Vandivere, technical information director, FCC Engineering Dept.

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!

65 *DIFFERENT* PROGRAMS DAILY!

WTCN

MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN Broadcasting Co.

FREE & PETERS Natl. Reps.

KFMB Sells SAN DIEGO

SPRINGBOARD TO TOKYO!!

That's metropolitan San Diego . . . where a great exclusive audience of 373,500 civilians reside in an area within 15 miles of our antenna. And . . . they must be covered from within to be covered right! KFMB is doing the real job in San Diego . . . we can do it for you!

KFMB

THE BASIC AMERICAN NETWORK [PACIFIC COAST]

SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.

Represented by the BRANHAM CO.

YOU LIKEE SOMETHING IN OUR LOWER PRICY RANGE?

Velly sorry, too bad, Lower Pricy (Ky.) mean higher costs! That's why WAVE doesn't *try* to reach every such hamlet throughout Kentucky, but is quite content to cover the Louisville Trading Area with a clear signal (and at lower rates). We think our policy is right, because here you'll find more wealth, more industry, more *real customers* than in the rest of this big State combined. It's the cream of Kentucky! Who wants the skimmed milk at *any* Pricy?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

NEW YORK IS A SMALL TOWN

When you're staying at The Roosevelt! All the best of Manhattan is within comfortable walking distance of this midtown hotel, known for Hilton hospitality. Rooms with Bath from $4.50.

HOTEL ROOSEVELT

Dean Carpenter, Gen. Mgr.
MADISON AVE. AT 45TH ST.
NEW YORK
Other Hilton Hotels include
Chicago: The Stevens
Dayton:
The Dayton-Biltmore
Los Angeles:
The Town House
C. N. Hilton,
President

Direct Entrance to Grand Central Terminal

FM Rules

(*Continued from page 18*)

indeed if it expects substantial rural service from stations of this class. This is for the simple reason that except in rare cases, artificial restriction of coverage makes their operation economically unsound.

The low power permitted for community stations prevents this class of station from serving substantial rural areas. They should, however, become a very important part of the FM service in permitting potentially thousands of stations devoted to the radio needs of the smaller population centers. Even for this purpose the power limit is too low.

The answer to the perplexing problem of allocation for FM broadcasting can be found. It is implicit in a correct understanding of all the technical and economic considerations affecting service in the 88-108 mc band including FM receiver characteristics. To a greater extent than in the standard AM band the receiver is a determining factor in FM allocation.

The Commission has requested assistance in formulating the allocation structure for FM broadcasting service. It is the obligation of those skilled in this art to appear before it and present the facts that are required as a basis for sound allocation. Possessed with facts and not oversimplified assumptions and generalizations the Commission will be able to establish an allocation structure for FM that will serve the people of the United States with a satisfactory service both urban and rural.

Reunion in Berlin

IT WAS a long-delayed reunion for Katharine L. Clark, women's news commentator of WCAU Philadelphia, and her husband, Sgt. Edgar L. Clark, *Stars & Stripes* correspondent. Five years ago he volunteered for the British Army, transferred to U. S. Army when America entered the war, and hadn't been home during that time. Last month Mrs. Clark went overseas as WCAU's foreign correspondent. They met in Berlin, Sgt. Clark cutting yards of red tape to get there. Mrs. Clark is the daughter of Maj. Gen. Sanderford Jarman, credited with developing anti-aircraft.

Morris Guilden

MORRIS GUILDEN, 46, chairman of the board and treasurer of the Longines-Wittnauer Watch Co. died suddenly on Friday, July 13, of a heart attack in his office in New York. He is survived by a brother, Ira, president of the Waltham Watch Co.

FCC QUERIES WCLS TIME COMMITMENT

TRANSFER of control of WCLS Joliet, Ill., by Walter Ashe to Willard H. Erwin Jr., Arthur C. Litton, Calvin F. Wilson, Gerald G. Smith, Norman S. Fitzhugh Jr. and Robert L. Bowles was granted last week by the FCC but an application for license renewal will be investigated. Transfer involved 51% of outstanding capital stock for $8,670, transferees already owning 49 shares.

Filed with application for renewal was letter dated June 21, 1932, to A. J. Felman, operator of Boston Store, Joliet, agreeing to reserve 45 minutes daily on WCLS for Felman advertising without charge. Former station owners agreed to pay Felman interests $5,000, making time pact binding on future owners. "In connection with the renewal application the Commission will give consideration to such plan as applicant may present for reconciling with requirements of the Communications Act existing contractual arrangements purporting to reserve use of station facilities to A. J. Felman," said FCC grant.

New Duties for Kintner

AMERICAN network has set up a new department of public relations under the supervision of Robert E. Kintner, network vice-president, who continues in charge of news and special events as well as Washington operations. Another department is to coordinate all network information activities including publicity, public service and audience mail. Publicity is headed by Earl Mullin, public service by Harrison B. Summers, and audience mail by Doris Hastings. Charles Barry will be in charge of the Washington office.

'Queen' Tie-In

NEAT local tie-in was managed by WBRK Pittsfield, Mass., and Mutual's *Queen for a Day* program. One "Queen" on New York broadcast was a Pittsfield mother of nine children. So after a recent *Queen for a Day* program, WBRK invited listeners to stay tuned in for another half hour to hear recordings of the net broadcast on which she was featured, and then to hear her in person. As a follow up, she was named Queen for a Day in Pittsfield, with all the honors.

Col. Collins Appointed

COL. KENNETH COLLINS, commanding officer of the Eastern district, Air Technical Service Command, New York, former vice-president in charge of merchandising of Arthur Kudner Inc., has been appointed general manager and publisher of the European edition of the *New York Herald Tribune*. His release from the Army is being effected so that he may take over his new post in August.

The Path That RESULTS Built

Kansas City Retailers Choose KCMO

(Following is a partial list of Leading Kansas City Stores using KCMO)

SEARS, ROEBUCK & COMPANY
DIAMANT'S
ROTHSCHILD & SONS, INC.
EMERY-BIRD-THAYER
UNION CLOTHING COMPANY
JONES STORE COMPANY
CROWN DRUG COMPANY
PALACE CLOTHING COMPANY
ROBERT KEITH & COMPANY
THE MISSOURI STORE
GEO. B. PECK'S, INC.

TRAFFIC! Store traffic that flows from KCMO advertising to cash registers in retail stores is the proof of results. These are results that can be measured day by day IN SALES! If you want results that will build sales for *your* product, follow in the footsteps of leading Kansas City retailers. They use KCMO for their major radio programs because they *know* it pays. Get on the proven pathway to increased sales through KCMO advertising by contacting your nearest Pearson office or KCMO.

5000 WATTS

KCMO
KANSAS CITY, MISSOURI

Basic AMERICAN STATION of the American Broadcasting Company

Represented by JOHN E. PEARSON COMPANY—Chicago, New York, Kansas City

Seventh Loan Radio Support Tops 23 Million Dollar Mark

BROADCASTING—stations, networks, and advertisers—contributed $23,513,742 in time and facilities to the Mighty Seventh War Loan.

Figure is total compilation of official NAB "Telling the World" reports which stations have filed weekly on their activities in behalf of the Treasury campaign to help sell a record of $26,313,000,000 in Bonds. Period covered is May 1-June 30.

Amounting almost to the total contribution of all advertising media in the Sixth War Loan, the Seventh Loan offering of radio is more than double its own previous figure. Also nearly matching support of all other media combined in the last campaign, radio this time is expected to more than hold its high position in this respect. Treasury War Finance Division is scheduled to release the overall report before end of the month.

BROADCASTERS again lead the way in all-out support of the Seventh War Loan—over $23,000,000 worth. NAB official report shows double of previous effort. Treasury to release overall data.

Initial breakdown of NAB figure shows $16,743,572 in time value of station originations. Talent, production and other costs are not included. On the network side, covering network originations and national spot coverage, figure is $6,770,170. Talent and time are included.

Support Continued

Despite June 30 windup of the drive, stations in all parts of the country continued their support at Treasury request. Nature and value of this support is unknown but an estimate, not included above, is set at same figure as the $1,577,549 computation for the warm-up period (May 1-12) which is included.

The compilation includes all War Bond coverage as reported by the stations and networks. This includes OWI and Treasury material as well as all reported individual activity. OWI and Treasury material computation is based on broadcast use, not on request or supply.

Excluding network and national spot coverage, local Seventh Loan originations May 1-June 30 break down as follows:

Treasury prepared transcribed programs—five-min. "Sing for the Seventh", 25,677; quarter-hour "Treasury Salutes", 26,573; quarter-hour "Music for Millions", 21,325; five-min. "Song for Today", 422; three-min. "Buy, Buy Bonds", 1,875, four-min. version, 52, five-min. version, 10.

Spots and announcements — regular live and transcribed, 641,710; two-min., 14,264; three-min., 4,955; four-min., 333.

Programs—8,664 five-min.; 51 six-min.; 136 seven-min.; 3,317 10-min.; 11,784 quarter-hour; 183 20-min.; 240 25-min.; 3,226 half-hour; seven 35-min.; 10 40-min.; 31 50-min.; 348 one-hour; 85 1¼-hour; 121 1½-hour; 68 two-hour; three 2¼-hour; two 2½-hour; five 2¾-hour; 25 three-hour; 10 3½-hour; one 4-hour; two each of 5 and 5½-hour, one each of 6 and 6¼-hour, two 7-hour, one each of 11, 15, 15¼ and 17-hour.

NBC STATION GROUP HOLDS N. Y. MEETING

TWO-DAY meeting of the NBC stations planning and advisory committee was held last week at network headquarters in New York. The committee discussed individual station problems and their relation to the network. Niles Trammell, NBC president, and other network officials met with the committee. Among problems discussed were network FM and sales policies.

The committee attended the Fred Waring broadcast Thursday morning and members later discussed the status of this sustaining program and its sales possibilities.

Present were: G. Richard Shafto, WIS Columbia, S. C., chairman; Arden X. Pangborn, KGW Portland, Ore.; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Richard Lewis, KTAR Phoenix. Edgar Bell, WKY Oklahoma City and Stanley Hubbard KSTP St. Paul were not present at the meeting.

First on Plane Coverage Of Eclipse, KDKA Claims

REVERBERATIONS were heard at BROADCASTING last week from KDKA, Westinghouse Pittsburgh station, protesting that WMPS Memphis did not have the first airplane coverage of an eclipse [BROADCASTING, July 16]. According to KDKA's publicity manager, W. B. McGill, KDKA broadcast an eclipse in 1940 from a PCA plane.

The KDKA log reads in part: "April 7, 1940, 4:35-5 p. m. stratosphere view, Eclipse of Sun. Buhl Planetarium and PCA plane. Announcers Robert Shield and David Garroway, Engineers W. Dice and T. C. Kenney. Rebroadcast by WEMC relay transmitter." John Paulis, special events director, was also aboard the plane, which rose to 18,500 feet.

Two Return to NBC

HOWARD KEEGAN, manager of WCFL Chicago, returns to NBC as a production director according to Wynn Wright, national production manager. Jack Hill, producer of the CBS *Jack Kirkwood Show* on the West Coast, also returns to the division. Mr. Keegan was with NBC in 1935-37. Ira Avery, NBC production director, has resigned to join BBDO, New York.

WHAM

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT
CLEAR CHANNEL
1180 ON DIAL

Affiliated with the
NATIONAL BROADCASTING COMPANY

National Sales Representative
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUND GUARANTEE

NBC IN RICHMOND, VA.

KOIN
Our Thought, Effort and Facilities...
Pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John E. Pearson Co.

In The Groove
It didn't just happen. We spent time and money learning what they wanted—and that's what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.
WAIR
Winston-Salem, North Carolina
Representatives: The Walker Company

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

ACTIONS OF THE FCC

JULY 12 TO JULY 20 INCLUSIVE

Decisions . . .

ACTIONS ON MOTIONS

JULY 12

KOMO KJR Seattle—Granted motion to continue hearing on license renewal applications to 9-17-45.

JULY 13

WCHS Charleston, W. Va.—Granted petition for continuance of hearing on license renewal application to 9-10-45.

JULY 14

WGBF Evansville, Ind.—Adopted order continuing hearing on license renewal application; set 7-23-45.

JULY 18

WINS New York—Granted joint motion for leave to amend application for vol. assgn. of license and CP to Crosley Corp. by filing exhibit supplement. Continued hearing 8-20-45.

KJR Seattle—Granted petition to continue hearing on vol. assgn. license to 8-24-45.

Fred O. Grimwood, Bloomington, Ind.—Granted motion to continue hearing of application for CP new station to 9-10-45.

ADMINISTRATIVE BOARD ACTIONS

JULY 16

Fall River Broadcasting Co., Fall River, Mass.—Placed in pending file application for CP new FM station.

Middle Georgia Broadcasting Co., Macon, Ga.—Same.

Don Lee Broadcasting System, San Francisco—Same.

Radio Service Corp., Pocatello, Ida.—Same.

ACTIONS BY COMMISSION

WCLS Joliet, Ill.—Granted vol. transfer control from Walter Ashe to Willard H. Erwin Jr., Arthur C. Litton, Clint Litton, Calvin F. Wilson, Gerald G. Smith, Norman S. Fitzhugh and Robert L. Bowles by transfer 51% outstanding stock for $8,670; conditions.

WNAX Yankton, S. D.—Granted vol. transfer control from South Dakota Broadcasting Corp. to Cowles Broadcasting Co. by transfer 52% captital stock for $13,000.

NEW-1240 kc Jacksonville Broadcasting Co., Jacksonville, N. C.—Adopted memorandum opinion and order conditionally granting application for CP new standard station 250 w unlimited.

WJPF Herrin, Ill.—Granted license renewal for period ending 2-1-47.

KVOL Lafayette, La.—Same.

WRVA Richmond, Va.—Granted license renewal for period ending 5-1-48.

KOCY Oklahoma City—Granted extension of license on temp. basis for additional 60 days.

Emerson Radio & Phonograph Corp., New York—Granted CP new developmental station on frequencies to be assigned by FCC; A0, A3 and special emission for FM; conditions.

Joseph F. Novy, Riverside, Ill.—Granted CP new developmental station on frequencies to be assigned by FCC. A0, A4 and special emission for FM; conditions.

Tentative Calendar . . .

JULY 23

WGBF Evansville, Ind.—License renewal (To be heard in Evansville).

The Crosley Corp., Cincinnati—Transfer control to The Aviation Corp.

JULY 25

Oral Argument

WOV New York—Transfer control to Murray and Meyer Mester.

Applications . . .

JULY 13

NEW-100 mc Unity Corp., Springfield, O.—CP new FM station, 5,777 sq. mi., $27,800 estimated cost (resubmitted).

JULY 17

WTBO Cumberland, Md.—Vol. assgn. license and CP from Associated Broadcasting Corp. to Cumberland Broadcasting Co.

1550 kc WSOC Charlotte, N. C.—CP change 1240 kc to 1550 kc, increase 250 w to 10 kw, amended to increase proposed power to 50 kw.

NEW-WMRC Greenville, S. C.—CP new FM station on frequency between 92-106 mc, 18,300 sq. mi., $58,800 estimated cost.

JULY 18

NEW-Raytheon Mfg. Co., Waltham, Mass.—CP new FC station amended to request such channel as FCC may assign in 92-106 mc band.

WBNS Columbus, O.—Mod. license to change corporate name to Radi-Ohio Inc.

JULY 19

NEW-WFAS White Plains, N. Y.—CP new FM station amended to change frequency to channel to be selected by FCC, 5,845 sq. mi.

NEW-1450 kc Blanfox Radio Co., Norton, Va.—CP new standard station 250 w unlimited.

NEW-1420 kc Radio Station WKEU, Thomaston, Ga.—CP new standard station 250 w unlimited amended to change name of applicant to Thomaston Broadcasting Co.

CRC Work Resumed

IBEW engineers last Monday returned to work at Columbia Recording Corp. plants in New York, Chicago and Hollywood bringing to an end the strike for additional wages and elimination of the three-way job classification. All engineers are now called recording technicians under the agreement, retroactive to Feb. 1, 1945. Wage scale rises from $60 to $90 over a three-year period, and foremen are increased to $103.

RADIO PRODUCTION IS SEEN IN 30 DAYS

PREDICTION that the radio manufacturing industry would receive WPB clearance for civilian production in about 30 days, was made by Benjamin Abrams, president of the Emerson Radio and Phonograph Co., at a dealers meeting held in Chicago July 17. Four new model receivers also were shown to the group and production plans were explained.

Emerson expects to turn out 300,000 radio sets in the last quarter of this year, equal to its pre-war manufacturing rate, but will utilize only one-third of its war expanded facilities. New models will have three times the power of pre-war sets and will feature more efficient tube and speaker arrangements.

While immediate production will be concentrated on the four sets shown at the meeting, the company also plans to introduce a hearing aid in the final quarter of this year.

'Satevepost' Sports

CURTIS Publishing Co., Philadelphia, for the *Saturday Evening Post*, will sponsor NBC broadcast of the two major football games this fall, Army-Notre Dame, Nov. 10, and Army-Navy, Dec. 1. This will be the magazine's first venture into sponsorship of sports events, according to MacFarland, Aveyard & Co., New York, agency.

	0.5MV/M
Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	$36,835,000
No. of Retail Stores	2,302

(1940 Market Data)

Texarkana's only radio outlet, delivering a primary signal to 239,330 people in the Four States Area. For detailed information, write KCMC, Inc., Frank O. Myers, Manager.

Precautions Urged In Child Programs

Avoidance of Stereotypes Is Suggested to Writers

ELIMINATION of stereotype characterizations in children's radio programs to avoid giving young listeners distorted attitudes is suggested in an article in the summer issue of *Child Study*, quarterly of the Child Study Assn. of America.

The writer, Josette Frank, reports on a conference held to discuss questions of the effect of juvenile serials on their audience, raised by the producers of three kid serial shows: *Hop Harrigan, Superman* and *House of Mystery*. At their request, the Association conducted a meeting, attended by the writers and producers of the three programs, representatives of agencies and networks, intercultural and religious groups, educators, psychologists and anthropologists.

Among suggestions to writers and producers were:

If stereotypes of minority groups are used, include in the script other characters from the same group, showing the great variety of people that really exists within each group.

Use characters with foreign sounding names as typical Americans in many situations, indicating their normal place in our American scene.

Employ radio writers who have good social understanding and background so they will naturally write with a democratic slant.

Avoid classifying whole peoples as bad.

Cue Robot

CUEING device to pre-set verticle and lateral transscriptions has been designed and built by Louis Rudove, engineer of WFAS White Plains, and Frank A. Seitz, managing director. Since turntables are in studio and operated by announcers, cueing robot performs the following by the push of a button: switches pick-ups from console to cueing amplifier; prevents woof of cueing from getting on air if gains are inadvertently left open; silences itself if mike is open; reveals any error in setting of lateral-verticle switch; prevents "wows" on air, and prevents prostration of announcers in cueing on soft passages. And it's all done with relays, not mirrors.

CBS PROGRAM HEADS HOLD SECOND CLINIC

CBS STATION program directors met in New York last week in the second of a series of three CBS program clinics. The next three-day "clinic" will be held this week in New York.

Agenda of the second session followed routine established during the original meeting. Program directors watched rehearsals, saw backstage operations of network programs and heard speeches by a number of CBS executives. Among those who addressed the group were: William H. Fineshriber, assistant broadcast director; Charles H. Smith, market research counsel; Jan Schimek, director of editing and copyright; Walter R. Pierson, sound effects division manager; Dr. Peter C. Goldmark, director of engineering research and development; Robert J. Landry, director of program writing; Lyman Bryson, education FCC director; Paul White, news chief; Robert Lewis Shayon, director and producer; Oscar Katz, assistant research director; Howard S. Meighan, eastern sales manager of radio sales. Douglas Coulter, CBS vice-president in charge of programs, presided over the meetings and spoke briefly at several sessions.

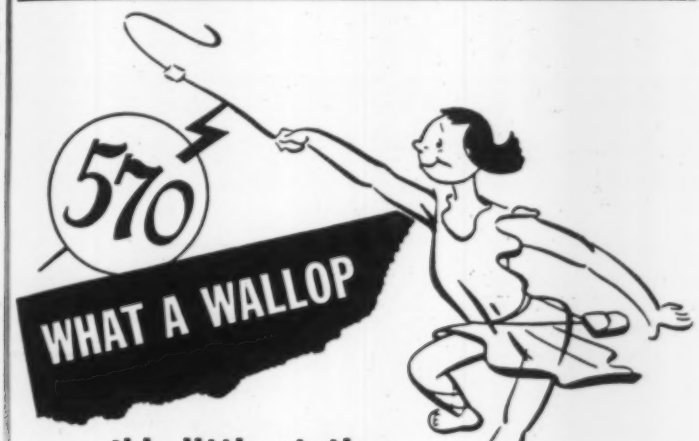
On Thursday, the CBS program directors met at a Waldorf hotel luncheon for talks with the following agency representatives: Linnea Nelson, J. Walter Thompson; Oliver Presbrey, BBDO; Carlos Franco, Young & Rubicam, and Arthur J. Kemp, McCann-Erickson.

Dissolve Holding Co.

DISSOLUTION of South Dakota Broadcasting Corp., holding company of Cowles Broadcasting Co., was effected last week when the FCC granted consent to voluntary transfer of control of WNAX Broadcasting Co., licensee of WNAX Yankton, S. D., to the Cowles parent organization. Transaction involved transfer of 130 shares (52%) of capital stock for $13,000, transferee already owning remaining stock.

'Opinion' on Vacation

AFTER 3½ years of uninterrupted broadcasting, WJR's roundtable program *In Our Opinion* is taking its first vacation. George Cushing, news editor of the Detroit station and moderator of the forum, has not missed a single one of the 182 programs. Two-way discussions with points overseas and originations from Washington and Mackinac Island have highlighted history of the public service feature. Greatest audience reaction was on subjects of labor-management. Program may break its summer silence for discussion of new Burton-Ball-Hatch labor bill if challenge made by Donald Richberg to labor leaders to debate on the measure in special *In Our Opinion* session is accepted.



...this little station gives your message

IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northeastern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the "little station with the big wallop." Send for it and complete information.

WMAM Marinette, Wis.

BRANCH STUDIOS: Iron Mt., Mich. • Sturgeon Bay, Wis.
JOSEPH MACKIN: General Manager

National Representatives: Howard A. Wilson Co. Chicago • New York • San Francisco • Hollywood

First on New York's Dial...570

WMCA

America's Leading Independent Station

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

GO AHEAD SIGNAL FOR IDAHO SALES

KSEI
POCATELLO IDAHO

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter an/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Announcer wanted — Great Lakes area station wants experienced staff announcer. Postwar permanence to right man. Working conditions ideal. Good starting salary. Will pay expenses for final audition. Write giving complete details. Be prepared to submit voice transcription. Box 818, BROADCASTING.

Wanted—Good announcer holding first class license. Excellent working conditions in western network station. $65.00 weekly. Box 822, BROADCASTING.

Southern 250 watt station has good steady position for operator with first license. Also, 3rd restricted who can announce. Box 870, BROADCASTING.

Wanted—Experienced program man to write, produce and announce special shows on live-wire network station in New York state. Box 874, BROADCASTING.

Wanted—Experienced announcer speaking Spanish. Unusually good pay, pleasant surroundings, transportation advanced if necessary. Give experience and reference. Box 889, BROADCASTING.

October 15th—Two salesmen, two operator-announcers, one announcer, men or women. New southern local. Moderate salary with excellent advancement opportunity. Box 898, BROADCASTING.

Assistant program director. Man or woman. Newscasting or musical background be helpful. Good pay, south, permanent. Box 908, BROADCASTING.

Can you sell? Good opening commercial dept. for man or woman. Must have A-1 references, ability and capable of accepting responsibilities that lead to advancement. Box 909, BROADCASTING.

Hammond organist who can assist in program work. Man or woman. Good opportunity for advancement. Permanent. Box 910, BROADCASTING.

Northeast Texas Blue-Mutual 250 watter needs combination first class engineer-announcer. Pleasant working conditions. Permanent position. Floaters please do not reply. Write complete history and salary requirements first letter. Box 911, BROADCASTING.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Don't answer this ad unless you are willing to live in a small town and work for a small station. KPFA, 250 watt NBC affiliate in Helena, Montana, needs capable announcer who can also write copy. Restricted permit or better required. The chap we want probably has been with present employer year or more, will investigate us quite thoroughly before answering this ad and will feel that joining us is a real advancement. Salary depends upon qualifications.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Experienced announcers, copy writers, salesmen, wanted for new Mutual Station KALL, 248 South Main Street, Salt Lake City. Must have certificate of availability. Send all details with application.

First class engineer wanted. Permanent position for competent man. Starting salary $52.00 for 48 hours. Write or wire Manager, WKBZ, Muskegon, Mich.

Wanted—Two versatile announcers for 5000 watt Mutual station. Additional opportunities to develop personal ideas in production, programming, special shows or special events. Veterans given preference. Write or wire station manager, KLO, Ogden, Utah.

Help Wanted (Cont'd)

Announcer wanted — Experienced staff man. 50 hours weekly. Starting salary dependent upon your qualifications. Minimum $50.00 weekly. Must have experience on tables and controls. Send voice audition and complete details to A. R. Cooper, WFDF, Flint, Mich.

Wanted—Transmitter engineer, immediate vacancy for first or second class licensee. NBC outlet, ideal community. Send complete details first letter to Chief Engineer. KTFI, Twin Falls, Idaho.

Want experienced time salesman. Steady employment guaranteed. Drawing accounts and commission. Wire or write full details Frank Kaull, KLO, Ogden, Utah.

Need experienced, permanent staff announcer from midwest to join seven-man staff KSOO-KELO. Starts $175-200. Rush along a voice transcription and letter to KSOO-KELO, Sioux Falls, S. D.

Announcer wanted—Local Michigan (NBC station). Good working conditions, starting salary and opportunity for advancement. Permanent. Give complete details first letter. Box 912, BROADCASTING.

Engineer—Wanted. Chief engineer to take charge of good 250 watt station transmitter. Can also use second engineer. Must be able to start not later than August 1st. Wire or call collect Station WOLS, Florence, S. C.

Radio engineering, holder of first class license needed for maintenance and control board work, $40.00 per week. New England Blue outlet, excellent opportunity. Box 913, BROADCASTING.

Salesman wanted—Station WCOP, Boston's American Network affiliate, has an opening on its sales staff for a radio advertising salesman who has had experience in selling and developing retail accounts. Best man for job should believe in radio as a medium for retailers, should know how to use it and how not to use it, and be able to translate his convictions into constructive selling. For such a man there's true opportunity at this growing Cowles station. Drawing account and commission. Write commercial manager.

Wanted—1st class chief engineer; extra earning possibilities up to 100 a week for developing FM and pre-installation. Excellent working conditions, good salary, bonus. Permanent. Box 914, BROADCASTING.

Situations Wanted

Program manager—Veteran, now employed. Network and individual station experience. It's my desire to work for a progressive station that needs an accredited man who will deliver intelligent programming. For myself and family I seek permanence and security. Your reply held confidential. Box 859, BROADCASTING.

Chief engineer — Available immediately. Information on request. Permanent. Box 866, BROADCASTING.

Section manager with more than ten years' experience available soon. Outstanding sales record. Good agency contacts. Thoroughly familiar with all phases of radio station operation including construction AM and FM. Best of references. Can arrange interview. Box 867, BROADCASTING.

Chief announcer seeks position combination program director-announcer-operator. First class license. Box 871, BROADCASTING.

Successful executive—radio experience. Veteran, married. Wishes to invest service and capital in local station. Box 883, BROADCASTING.

Discharged veteran, 2 years experience announcing desires position with small station offering me post war future. Good record emcee, also announcer for hillbilly shows, operate board. Box 894, BROADCASTING.

Two announcers, now employed, seeking better positions with progressive radio station. In return for reasonable salary, plus talent fees, we offer versatility and dependability, plus a keen interest in radio. Experienced in special events, remotes and sports play by play. We work as a team. Control work not considered. Box 895, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster, musician, European and American experience concert and radio, program building, script writing, foreign languages, wants permanent position, east or west coast, preferably newspaper owned station. John Heath, 930 16th St., N. W., Washington 6, D. C.

Engineer and studio technician with transmitter and recording experience is looking for position as chief in small station. 4F, married and have one small child. Must be permanent. All details first letter. Available after two weeks notice. Box 896, BROADCASTING.

Operator with twelve years experience at one 50 kw. station in N. Y. state desires permanent position in southern California. Age 35. Present salary $70.00 for 40 hours. Box 915, BROADCASTING.

Six months experience writing radio spots now on air. History major-amateur broadcasting. Seeking continuity or combination announcer-copy writer job. Call daytime. Jackson two-six-six-four. Mollye.

Announcer, Yes, M.C.? Si Si. Ad lib, A quicke. Newscasts? Check, and sportscasts. Remotes? Also. Why idle? ABC 250 watter, ran out of pay and training ($25 start, $63 finish. 2 years). Moral? Need a salesman-showman? Box 916. BROADCASTING.

Chief engineer desires permanent position. Available August 1. Experienced. Other positions acceptable. Box 917. BROADCASTING.

Position wanted with small progressive station. Young woman with experience in spot copy and continuity writing, day book, programming. Also, traffic manager. Writing and producing daily woman's show now. Endorsed Restricted ticket. Box 918, BROADCASTING.

University graduate, radio arts degree, seeks position, commercial or educational station. Experience as assistant program director, continuity writer. University programs. Start $45.00. Box 901, BROADCASTING.

Engineer desires to locate permanently in Michigan. Interested in development engineer position in radio manufacturing concern; or chief engineer in small broadcast station. Six years radio experience including broadcasting and manufacturing. Licensed, 2B(F), married. Consider only permanent job with square dealer Box 905, BROADCASTING.

Young man, 19, wishes to enter radio announcing field. Some dramatic experience. Typist, general office work. Answer Box 906, BROADCASTING.

Wanted to Buy

250 Watt FCC approved transmitter. Give full particulars. Box 897, BROADCASTING.

Wanted—Field Strength Meter. Give make, condition and price. Box 900, BROADCASTING.

Need modulation monitor, frequency meter, Weston volume indicator. New station. Box 904, BROADCASTING.

Wanted to buy—1000 and 5000 watt transmitting equipment for cash. Box 919, BROADCASTING.

For Sale

For sale—Three 220B Western Electric Tubes never used reguar price $290.00 each. Make me an offer. Box 903, BROADCASTING.

For sale—Western Electric 353 E-1 1kw broadcast transmitter with two sets of new tubes, spare oscillator, miscellaneous spare transformers, retards and condensers. Also, Western Electric 110A volume limiting amplifier, Washington Institute of Technology Phasemeter, various parts for phasing equipment including 9 RF ammeters. Box 907, BROADCASTING.

Complete portable Presto Recorder, 2 turntables, 2 cutters, amplifier, automatic equalizer, pre-amp, R.C.A. Inducter Microphone, 2-12" speakers, 8" speaker. Daveron Studios, 499 No. Columbus Ave., Mt. Vernon, N. Y.

One Radiotone model RA-16 - 16", dual speed recorder, with overhead outside in or inside out lathe feed screw and built-in radio tuner, amplifier and speaker in portable case. Two Presto model K portable 12", dual speed recorders, complete with amplifier and speaker. All in new condition. E. E. Glenn, 220 West 39th St., Kansas City, Mo.

Miscellaneous

Consulting radio engineer desires partner to invest $5,000 in constructing new local station. Exchange references, Dun & Bradstreet ratings. Box 899, BROADCASTING.

RADIO OPPORTUNITY IN EUROPE IS TOLD

RADIO has a tremendous opportunity to aid in the rebuilding of Europe by depicting actual conditions to listeners and in the reeducation of Germany, Stephen Fry, program operations manager for BBC in New York, said on his return from England, France and Germany.

Lauding the job done by PWD under the direction of Col. William S. Paley, CBS president, in using radio to tell the German people what their political and economic position is and why, as well as giving them world news, Mr. Fry quoted Col. Paley to the effect that the Germans must be taught by radio, press, movies and all other means, including personal example, what freedom is.

The job must be done under the strictest control by the Allies, Col. Paley was quoted as saying, and can succeed only if the Germans themselves can be taught to want democracy and to work for it, a task that may well take a hundred years. How the Allies occupying Germany will use radio following the dissolution of SHAEF had not been worked out while he was there, Mr. Fry said.

We Are Looking For Men To Operate Our New Branch Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

ANNOUNCER

Important southwest CBS affiliate wants experienced announcer who desires a connection with expanding organization placing emphasis on programming. Congenial staff. This is not a duration job. If you want to keep out of a rut, let's hear from you.

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Network Accounts

New Business

NORTHERN ELECTRIC Co., Montreal (sets and appliances), Oct. 8 starts program on 20 CBC Dominion network stations, Mon. 8-8:30 p.m. Agency is Harry E. Foster Agencies, Toronto.

ANDREW JERGENS Co., Cincinnati (hand lotion), on July 24 starts Nero Wolfe on Mutual-Don Lee stations, Tues. 6:30-7 p.m. Agency: Lennen & Mitchell, N. Y.

GENERAL MOTORS Corp., Lansing, Mich. (Oldsmobile Division), July 21 for 52 weeks on full NBC started John W. Vandercook, Sat. 5:30-5:45. Agency: D. P. Brother & Co., Detroit.

Renewal Accounts

WHITEHALL PHARMACAL Co., Toronto, (Anacin), Sept. 12 renews Ellery Queen on 30 CBC Dominion network stations. Agency: Young & Rubicam, Toronto.

ROBIN HOOD FLOUR MILLS., Toronto (cereals and flour), Sept. 3 renews They Tell Me on 26 CBC Trans-Canada stations, Mon.-Wed.-Fri., 1:45-2 p.m. Agency: Young & Rubicam, Toronto.

BALLARD & BALLARD, Louisville, Ky. (Obelisk Flour), Aug. 1 for 52 weeks renews Renfro Valley Folks on 20 CBS stations, Sunday 9:15-9:45 a.m. Agency: Heurl, Hurst & McDonald, N. Y.

Net Changes

42 PRODUCTS Inc., Los Angeles (hair oil, shampo), July 16 adds KLO KFXM KSEL to Smile Time on 38 Don Lee Pacific stations Mon. thru Fri. 7:15-7:30 a.m. (PWT). Firm on July 14 added 7 western and 2 Hawaiian stations to This Is My Story on CBS Pacific stations, Sat. 9-9:30 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

LEHN & FINK PRODUCTS, New York (Binds lotion), Aug. 17 shifts Blind Date from Mon. 8:30-9 p.m. to Fri. 8-8:30 p.m. on 179 American stations. Agency: Wm. Esty & Co., N. Y.

Illinois Radio Libel Bill Is Signed by Governor

GOV. GREEN of Illinois signed the radio libel bill July 16. The bill passed the general assembly several weeks ago. Law provides penalties of up to a year in jail or $500 fine for persons participating in defamation over the radio.

Supporters hope it will serve as a model for other states in treatment of radio libel. WGN Chicago and 16 downstate stations were the chief supportors of the legislation. All other Chicago stations, the Illinois CIO and the Chicago Federation of Labor, in opposition, contended that the law would lead to censorship of broadcast speeches by stations.

Bar Barbecue

UPWARDS OF 200 representatives of Washington's radio officialdom, attorneys and others identified with radio and allied arts, attended the annual barbecue of the Federal Communications Bar Association July 14 at Twin Oaks, Vienna, Va., farm of Horace L. Lohnes, Washington radio attorney and FCBA past president of the Association. For the first time in a half dozen years, the event was marred by rain. Paul A. Porter, Chairman, Paul A. Walker and Clifford J. Durr, were present for the FCC, along with Rosel Hyde, general counsel, George P. Adair, chief engineer and other members of the FCC's staff.

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Now available for local station sale
Audition Samples Free of Charge
WRITE or WIRE CHARLES MICHELSON 67 WEST 44th STREET, N. Y. 18 MU 2-3378—3168

At Deadline...

NEWSPAPER GROUP WOULD CONTROL KSAL

APPLICATION was filed with FCC last week for relinquishment of control of KSAL Salina, Kan., by R. J. Laubengayer, president and 51% owner (204 shares), through sale of 150 shares for $130,000 to Hutchinson Pub. Co., publisher of *Hutchinson* (Kans.) *News-Herald.* Newspaper firm is principally owned by John and Sidney Harris, half-owners of the *Salina Journal* which owns 48.5% of KSAL. Harris brothers, in addition to other newspaper interests, also are 20% owners of KBUR Burlington, Ia., and minor interest holders in KTOP Inc., applicant for new station in Topeka. Under contract, Mr. Laubengayer would be retained for seven years as manager.

WAB MEET ON

WITH LESS than 50 delegates scheduled to attend, the Western Assn. of Broadcasters (Canadian) convention, called for Aug. 6-7 at Palliser Hotel, Calgary, will be held, G. R. A. Price of CFRN Edmonton, president, disclosed. Government ruling banning all meetings involving travel of more than 50 will not apply. WAB convention will consider rate classification, sales promotion, Bureau of Broadcast Measurement, engineering and general business.

GE DIVIDENDS UP

GE DIVIDENDS for the first half of 1945 were $24,793,533 or 86 cents per share of common stock, representing an increase of 19% over the $20,770,700 or 72 cents per share earned during the corresponding period of last year, Charles E. Wilson, president, announced Friday. The company's total income was 14% less than in the first half of 1944 mainly due to lower prices on war products and reduction in income sources other than sales, but this was more than offset by a 22% reduction in the amount set aside for Federal income taxes and postwar adjustments.

Closed Circuit

(*Continued from page 4*)

just question of NAB-Army follow-up on who, when and how.

ONE OF radio's best known Gal Fridays, Gladys Hall of CBS Washington, has been loaned to Capt. Harry C. Butcher USNR, for nearly three years aide to Gen. Ike Eisenhower. For 10 years Gladys was secretary to Capt. Butcher during his service as CBS Washington vice-president. She continued with his successor, Earl C. Gammons, CBS Washington director. With offices in Pentagon, Capt. Butcher and his new assistant have writing project ahead, nature of which soon will be announced. Then Capt. Butcher goes on inactive status, but hasn't decided future plans.

UPCOMING military detachments: Capt. E. P. H. James, former NBC-Blue promotion chief, after three years with Army Air Forces, to leave this fall. Plans indefinite, but probably with an eye to television in which he had specialized on commercial development. Lt. Col. Ralph Walker, executive officer Joint Army-Navy Communications Board, on leave as principal broadcast attorney of FCC. May decide to enter private law practice.

LOOK FOR a lifting of restrictions on Radar by both Army and Navy on August 15.

OPA TO DETERMINE SET PRICES SHORTLY

PRICES on 1945 radio receivers probably will be determined within a month, it was learned Friday with the issuance by OPA of industry-wide pricing policies governing manufacturing reconversion. OPA is now completing a survey to ascertain differences in prewar and present costs of producing tubes and will send out questionnaires this week to obtain similar information on other components.

An increased cost factor of 18% has been adopted on wood cabinets but no adjustments have yet been made on plastic. No requests have been received for changes in transmitter prices, an OPA official said. New program permits manufacturers operating under 1942 ceilings to begin production without consulting OPA but provides machinery through OPA district offices for individual adjustments required to promote reconversion.

AAF DAY ON AIR

"AIR FORCE DAY" will be observed on coast-to-coast programs Aug. 1, date set for celebration by Gen. H. H. Arnold. AAF will be saluted on several network programs including the nine net shows of the AAF Office of Radio Production. Also scheduled for broadcast is Official Air Power League banquet in New York Aug. 1, with speeches by Gens. Eisenhower and MacArthur picked up from overseas.

3-WAY MERGER

PROPOSAL to merge Utah Radio Products Co. and Universal Cooler Corp. into International Detrola Corp. has been approved by the boards of directors of all three companies. Acceptance of the plan awaits voting by stockholders which will be held soon, C. Russell Feldmann, Detrola president and chairman, announced.

DAYTIME LEADERS

TEN TOP daytime network programs in the July 23 Hooper report are *When a Girl Marries* with a 6.4 rating; *Portia Faces Life*, 6.3 rating; *Young Widow Brown* 6.2; *Stella Dallas* 6.2; *Ma Perkins*, CBS, 6.1; *Today's Children* 5.9; *Life Can Be Beautiful* 5.9; *Breakfast in Hollywood*, 11:15 a.m., 5.9; *Pepper Young's Family* 5.8. Tied for 10th place are *Romance of Helen Trent* and *Our Gal Sunday*, each 5.7. Top two Saturday daytime network programs in the report are *Stars Over Hollywood* with 6.2 rating and *Theater of Today*, 5.7.

Announcer-Rescuer

DOUBLING in the evenings as an ambulance driver for a funeral home, Bill Blankenship, associate of Harvey Hudson on the WRVA Richmond early morning program *Wake Up Time*, was able to give listeners a graphic story of a Greyhound bus accident last week. The vehicle had plunged into a rain-swollen creek near Richmond and Bill, summoned with his ambulance, was the second person at the scene. After taking 13 passengers to a hospital he reported to work at the studios, muddy and still hastily attired, to give Richmonders their first account of the tragedy.

People

RALPH LINDLEY, formerly with Beaumon & Hohman, San Francisco, appointed manage of new Los Angeles office of Headley-Reed Co at 210 W. 7th St. Phone: Vandike 1725.

HAROLD HIGGINS, former sales manage WING Dayton and WIZE Springfield, O., t Spot Sales, Chicago, as district manager.

HARRY HEINRICH, for 31 years with the sales department of the Baltimore Sunpapers joins WITH Baltimore as account executive and special merchandising expert.

EDGAR H. TWAMLEY, former director o WBEN Buffalo, and recently in the Office o Strategic Services, succeeds Marvin Berger the station's secretary serving as acting gen eral manager.

MITCHELL KING, formerly of CBS, has join ed announcing staff of WNEW New York.

PETER A. CAVALLO Jr., formerly wit NBC Chicago, to J. Walter Thompson Co., Chi cago, to supervise local production of agency including programs sponsored by Bowma Dairy Co. and Northern Trust Co.

RODGER HERNDON has left the sales staf of WQAM Miami to open his own office.

STEPHEN CZUFIN, in charge of Luck Strike printed advertising at Foote, Cone & Belding, named account executive on Ameri can Tobacco Co. account.

SIDNEY MOSELEY, commentator and au thor, starts news series July 24 10:15-10:30 p.m. on WOR New York.

CHARLES H. SMALL, of *Jacksonville Journal*, named publicity director of WJHP, Fla.

MARY LOUISE JONES, formerly of Biow Co., New York, now with Adam J. Young Jr., N. Y.

MARTIN STARR, United Artists radio and exploitation manager, resigns July 27 to pre pare several programs for radio audition.

BILL WILLIAMS, WNEW New York an nouncer, is taking a screen test at 20th Cen tury Fox.

LT. GEORGE L. YOUNG, USNR, former as sistant to J. Harold Ryan, vice-president of the Fort Industry Co. and interim NAB president now is production chief, radio unit, Welfare Activity Navy Bureau of Personnel. He pro duces the *Navy Reporter*.

NORMAN MacKAY, advertising, program and promotion director of WQAM Miami, las week announced his resignation after 16 years He has not announced future plans.

CEDRIC FOSTER, Mutual news commentato who has been covering the war in the Pacifi for two months, has returned to the States.

LT. COL. LEONARD M. MASIUS of Masiu & Ferguson, London, is now in New York o terminal leave from the Army. He is making his headquarters at Foote, Cone & Belding New York, while here.

MALCOLM NEILL, assistant station relation supervisor of Canadian Broadcasting Corp. resigns at the end of August to become man ager of CFNB Fredericton, N. B., owned b his father, J. S. Neill.

LT. RALPH SNELGROVE, recently discharg ed from the Royal Canadian Navy, has re turned to CFOS Owen Sound, Ont, as manage Bill Hawkins, acting manager since Snelgrov left, becomes assistant manager.

JOSEPH A. HARDY, for the past 14 year director of national sales at CHRC Quebec, ha opened his own representative firm.

Salute to NATIONAL BROADCASTING COMPANY

for pioneering American broadcasting with programs of national scope

1920-1945 XXV

On September 14, 1926, a general statement was issued to the public press, signed by Owen D. Young and General James G. Harbord, formally announcing the formation of the National Broadcasting Company. The statement remains today an admirable expression of the plans and purposes of America's senior network.

The inaugural NBC program was broadcast from 8 p. m. until midnight November 15, 1926 from the Grand Ballroom of the Waldorf-Astoria. Traditional now are the names of those who participated.

Down through the years of broadcasting's first quarter-century the program itself has been the thing. In the programs produced by the network or by the individual station lies the true strength of American broadcasting. That is why KMBC, since its inception, has put the emphasis on doing a programming job in its own service area. The success of these efforts can best be shown by KMBC's reputation of being the station with a network operation.

An interesting aftermath of the first NBC program was a news item in a New York newspaper for November 17th. It stated that NBC's christening party had cost $50,000—one-half of which went to the artists who appeared on the program. "In revealing these figures yesterday to the Associated Press," the report continued, "an official of the company said it was expected to make advertising ultimately pay the entire expense of elaborate programs to come."

KMBC

OF KANSAS CITY

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